



**CHEESE IMPORTERS  
ASSOCIATION OF AMERICA**

Bulletin 17-25 July 17, 2017

**CIAA Bulletin**

**An Exclusive CIAA Member  
Update**

## **Announcing "I Love Imported Cheese" Campaign and Member Involvement**

### **Your Participation Requested**

#### **Introduction: About the CIAA Qualified Importer Program (QIP) and Goals**

As you are aware, the CIAA has established the Qualified Importer Program (QIP). This program was created to receive one-third of the assessment our members are required to pay to the USDA. CIAA has used these funds to provide opportunities for interns to be placed at premier firms in the cheese importing industry for the past four summers. CIAA uses QIP funds to invite U.S. retailers who are interested in expanding sales of imported cheeses to attend the CIAA-led trip to SIAL in Paris, France. CIAA also used these funds to hold two successful seminars on FSMA, at little cost to attendees. The CIAA is now pleased to share that the QIP will embark on a major branding and marketing campaign to benefit our members and the entire cheese importing industry.

#### **Goals of Branding and Marketing Campaign**

The primary goal of the QIP branding and marketing campaign is to increase recognition, promotion and sales of imported cow's milk cheese in the US. The QIP has signed an agreement with the Zullo Agency, a company specializing in branding and marketing in our industry.

#### **Announcing, "I Love Imported Cheese" Campaign**



We are pleased to announce that the CIAA QIP will embark on an "***I Love Imported Cheese***" Campaign. This campaign will include a new branded website for consumers and retailers, a strong social media presence as well as other ways to increase consumer awareness and sales of imported cheese.

In addition, the QIP will be renamed, the **Imported Cheese Board**, which is more user friendly to consumers and retailers interested in learning more about the organization behind the marketing campaign.



### **Next Steps: Member Involvement**

This is a very exciting time for our industry and each of our member firms. The vision to promote imported cheeses to consumers and retailers has been a passion of the CIAA throughout our history. We hope you'll share in our enthusiasm and help us populate our social media and soon to be created website with data and photos. Receiving this information from you during this developmental stage allows us to ensure your types of cheese are represented in our campaign.

As part of this new marketing effort, we're asking members to provide input that will help us to promote the **types (not brands) of cheeses** you sell in and import to the U.S.

It's important to note that this marketing campaign is solely for **imported cow's milk cheeses only**.

To ensure that all the cow's milk cheese types that you import are included in the program, we ask you to do the following:

1. Fill out this [Excel sheet](#), listing all of your cheeses, and email it to Teri Lauletta at the Zullo Agency: [teri@zulloagency.com](mailto:teri@zulloagency.com)
2. Additionally, to maximize the visual impact of our program, we're asking members to provide any **non-branded** assets (photography, recipe photos with recipes, cheesemaking videos, etc) and any other visual elements you think may be of interest to the consumer.

Please submit assets via one of the options below:

- Email to [teri@zulloagency.com](mailto:teri@zulloagency.com)

- For large files, you can use Wetransfer.com (a free service) or any file transfer program of your choice. Send files to [teri@zulloagency.com](mailto:teri@zulloagency.com) and please be sure to include your name, company name and contact info.

**\*All materials must be submitted no later than July 27, 2017.**

For any additional questions, concerns or instructions, please feel free to contact Teri Lauletti at [teri@zulloagency.com](mailto:teri@zulloagency.com) or 609-683-1800 x 25

### **Questions**

If you have questions about this branding campaign, your firm's involvement and/or overall goals of the program, please feel free to reach out to President, Ken Olsson at [president@theciaa.org](mailto:president@theciaa.org). You can also call CIAA's Executive Director, Annette Summers at 202-547-0899 or [asummers@theciaa.org](mailto:asummers@theciaa.org).

### **Ensuring Your Firm's Funds are Designated to CIAA QIP**

The funds for the marketing campaign as well as the other significant programs sponsored by the QIP, relies on your participation. To continue these programs, you need to be sure that you have contacted USDA to designate CIAA to receive one-third of the assessment you are now required to pay. CIAA thanks those members who have done so, and urges those of you that have not taken the necessary steps by completing this [linked letter\\*](#) to Whitney Rick at AMS, and then [emailing](#) it to her. This designation remains in effect until changed, so it does not need to be renewed each year.

If you aren't sure if you or your predecessors have designated CIAA as the recipient of your assessment funds, you can find out by sending an email to [John Galbraith](#) at AMS.

---

### **DATES TO REMEMBER**

#### **August 31, 2017**

Last day to Enter dairy products into U.S. Customs territory that may be used to qualify and establish eligibility for a calendar year 2017 license.

#### **September 1, 2017**

First day of 2018 license applications

#### **September 15, 2017**

Last day of licensees applying for reallocated license amounts for 2017

#### **October 2, 2017**

Last day to surrender 2017 license amounts

#### **October 16, 2017**

Last day of 2018 license applications

**October 27, 2017**

Member Meeting

9:30 am - 11:30 am

Saddle Brook Marriott, Saddle Brook, NJ

**December 22, 2017 (approximately)**

FAS issues first notice of calendar year 2018 licenses to licensees.

**December 31, 2017**

Last day for licensees to make entries to fulfill the requirement to use 85% of their calendar year 2017 license amount. Last day for which calendar year 2017 licenses are valid.

**January 21, 2018**

CIAA Fancy Food Show Reception

5:00 pm- 7:30 pm

Thirsty Bear Brewery

San Francisco, CA

\* If a deadline date falls on a Saturday, Sunday, or Federal holiday, the deadline will be the next business day (Section 6.36(a) of the Dairy Tariff-Rate Import Quota Licensing Regulation). This does not apply to dates of entry for eligibility.

**Cheese Importers Association of America**

Ken Olsson

President

email: [president@theciaa.org](mailto:president@theciaa.org)

phone: 202-547-0899

---

Cheese Importers Association of America  
204 E Street, NE  
Washington, DC 20002  
202-547-0899 Fax: 202-547-6348  
Email: [info@theciaa.org](mailto:info@theciaa.org)

Cheese Importers Association of America, 204 E Street NE, Washington, DC 20002

[SafeUnsubscribe™ {recipient's email}](#)

[Forward this email](#) | [About our service provider](#)  
Sent by [info@theciaa.org](mailto:info@theciaa.org) in collaboration with



Try it free today