

Renco Expands, Ups Shipments Of Calf Rennet To Answer Supply Shortage

The Cheese Connection Will Have Enough Calf Rennet To Supply US; Offers Free Samples

Seattle, WA—Citing a tight supply of calf rennet, Renco New Zealand and its US distributor, The Cheese Connection, have further strengthened their partnership to better serve calf rennet-using customers in their cheese manufacture.

Renco, whose products are manufactured at its production facility in Eltham, Taranaki, said the expansion will help grow the company's production and supply of natural calf rennet, lipase, natural pancreatin, annatto and other products.

Renco is part of the Talley's Family Group which acquired 100 percent shareholding in AFFCO New Zealand Limited in 2010.

"The Renco plant upgrade and renovation is a multi-million dollar investment that underpins Talley's Group's commitment in the future of traditional rennet making," said Fran Bishop, business development manager at Renco.

For over 100 years, Renco has been extracting and purifying enzymes of natural origin at its New Zealand location.

"Renco promises to support The Cheese Connection and Renco's loyal US customers," both companies announced. "We will ensure Renco products to the US by providing as much product as The Cheese Connection needs for clients as well as free samples to any company wanting to run tests."

The establishment of a rennet production facility was motivated

by the desire to ensure the supply of this vital ingredient for the production of cheese worldwide, Bishop said.

While steps are underway to expand and modernize the production facility, Renco's plan is to keep parts of the original façade preserving the history of the company, Bishop said.

"This project will give Renco more capacity for production, and the chance to look at other innovative projects," Bishop said. "Our investment will include energy efficient dryers and operating equipment. Solar energy panels will be used to create electricity for the plant. All of this ensuring future efficiencies, as well as ensuring superb consistency between batches which is critical for cheese makers who are crafting top quality product."

Calf Rennet Shortage

Renco's partnership with The Cheese Connection will be strengthened because of the increased supply of product. The coronavirus pandemic changed supply when normal airfreight routes and shipping channels were severely cut back, said Kallijah Paraska, co-owner/manager, The Cheese Connection LLC.

Renco is just one of a few suppliers of natural calf rennet to the US marketplace. The company partners with The Cheese Connection to reach the US market.

Paraska believes 250 - 350 cheese makers use natural calf rennet and lipase in their manufacture here in the US.

"Even during the pandemic we have been importing Renco rennet in smaller containers given the air-



Renco New Zealand's expansion provides US distributor, The Cheese Connection, an increased supply of natural calf rennet and lipase, as much needed to supply the distributor's clients, The Cheese Connection said. Renco's multi-million dollar investment will double production ensuring availability after a recent temporary shortage. Above, Renco recently added fermentation and storage tanks to their production facility in New Zealand.

lines have a weight limit," Paraska said.

While shipping was hindering availability, Paraska said another major US supplier of calf rennet had distribution problems and another supplier ceased supplying the product in the US. That, she said, created a temporary shortage of supply.

"Due to our deep and long-standing relationship with Renco, we have been able to secure refrigerated, palletized freight for our clients nationwide in large volumes. Therefore, supply was never truly an issue for us and we were able to provide a constant supply."

The strengthened partnership provides The Cheese Connection

with a consistent supply, allowing for cheese makers who have had difficulty finding the product, to use The Cheese Connection's availability and services.

Paraska said shipments continue to arrive and cheese makers who have had trouble securing calf rennet should contact her.

"We will have samples available for potential clients of single strength natural veal rennet, calf, lamb and kid-goat lipase," Paraska said. "Supplies are available, and as important, at the cost before the pandemic."

For more information or to request free samples of natural calf rennet or lipase, visit www.cheeseconnection.net.

MilkPEP Decides To Bring Back 'got milk?' Tagline

Washington—The emergence of milk as a surprising social media star of the stay-at-home months has inspired the Milk Processor Education Program (MilkPEP) to bring back the iconic "got milk?" tagline on the national stage to a new generation of milk drinkers.

MilkPEP had decided in 2014 to retire the "got milk" campaign and launched a new Milk Life campaign.

Rooted in social media and influencer content, the new "got milk?" campaign also includes TV and digital advertising as well as retail partnerships and promotions.

"I've been so inspired by how people have creatively embraced milk this year," said Yin Woon Rani, CEO of MilkPEP, which is funded by US milk processors. "From whipping Dalgona coffee to running a mile with a glass of milk in-hand, today's TikTok-ers are finding more ways to connect with milk. All the milk love inspired us to reimagine 'got milk?' for today's social-first generation."

When Americans were faced with tough times as the coronavirus pandemic shut down large segments of the US economy, they bought more milk, and not just during the initial "stock up" phases of the pandemic, according to MilkPEP. Shoppers have continued to buy milk at rates not seen in years, with milk sales at retail up about 4 percent year-to-date.

Parents choose to buy milk because they trust it for its nutrition, versatility, and taste. Some 72 percent of mothers said that milk was their number one must-have as the stay-at-home orders hit.

Today, "got milk?" gets a glow-up as new faces and new platforms bring the iconic campaign forward to a new generation, asking kids to "show us what you got." From US Olympic Gold Medalist Katie Ledecky taking a dip into the waters of TikTok, to reimagining the back-to-school season and more, "got milk?" intends to provide unexpected and ever-changing experiences to help kids and parents find more fun, nutrition and normalcy in an ever-changing world, MilkPEP said.

For more information, visit MilkLife.com.

Superior Solutions FLOOR DRAINS

- 12 gauge single piece, seamless construction on body
- T-304 or T-316 Stainless Construction
- Rated for heavy equipment - 10,000#
- Standard size 4" sch.-10 outlet (2", 3", 6" also available)
- Many styles of bodies, baskets & covers available
- Glass beaded finish
- USDA Approved

Stainless Steel Floor Drains, P-Trap & Clean-Outs and Accessories

AWI MANUFACTURING

E: sales@awimfg.com

www.awimfg.com

Tel: 888.272.2600

Winsted, MN 55395

For more information, visit www.awimfg.com