



MAY 23 2002

0428 '02 MAY 29 10:107

Christine Strong
President
Greenwood Valley Cheese Company LLC
W7014 County Highway MM
Greenwood, Wisconsin 54437

Re: 21 CFR 130.17(i) – Participation in the Extended Temporary Marketing Test of
“Grated Parmesan Cheese” under Docket No. 98P-1121

Dear Ms. Strong:

This is to acknowledge your letter of May 7, 2001, to the Food and Drug Administration (FDA), accepting the agency's invitation to participate in the extended temporary market testing of “Grated Parmesan Cheese” that was granted to Kraft Foods, Incorporation (65 FR 83040, December 29, 2000). The test product will bear the name “Parmesan Cheese.”

The test product designated as “Parmesan Cheese” will deviate from the United States (U.S.) standards of identity for Parmesan cheese (21 CFR 133.165) and Grated cheeses (21 CFR 133.146) in that the curing period will be six months rather than ten months. In all other respects, the test product will conform to the standards for parmesan cheese and grated cheeses.

Relying on the representations made in the application, we are hereby granting permission to make interstate shipments, for market testing purposes of 19 million pounds (8,597,285 kg) of the new test product. The product will be manufactured at Greenwood Valley Cheese Company LLC, W7014 County Highway MM, Greenwood, Wisconsin 54437 and will be distributed throughout the U.S.

The draft labels that you submitted for the test food are acceptable for the purpose of this market test. Finished labels must be submitted to the Team Leader, Conventional Foods Team, Division of Standards and Labeling Regulations, Office of Nutritional Products, Labeling and Dietary Supplements (HFS-822), before the product is shipped in interstate commerce. Each of the ingredients used in the food must be declared on the label as required by the applicable sections of 21 CFR Part 101.

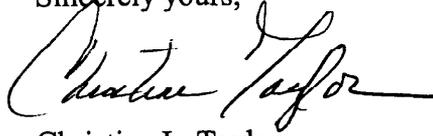
98P-1121

ANS 6

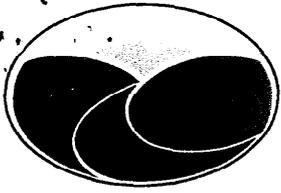
Page 2 – Ms. Christine Strong

While this permit is in effect, FDA will refrain from recommending regulatory action against shipments of “Parmesan Cheese” covered by this permit on the grounds that the food fails to comply with the standards of identity for Parmesan cheese (21 CFR 133.165) and Grated cheeses 21 CFR 133.146.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Christine Taylor", written in a cursive style.

Christine L. Taylor
Director
Office of Nutritional Products, Labeling
and Dietary Supplements
Center for Food Safety
and Applied Nutrition



Greenwood Valley Cheese Company LLC

W7014 County Hwy MM
Greenwood
Wisconsin 54437-8409
United States of America
Telephone 715-267-5400
Toll Free 888-680-5400
Facsimile 715-267-5409

May 7, 2001

Director, Division of Standards and Labeling Regulations
Office of Nutritional Products Labeling and Dietary Supplements
Center for Food Safety and Applied Nutrition (HFS 820)
Food and Drug Administration
200 C Street SW
Washington, DC 20204

File Ref: G1/1/1

Re: Extension of Temporary Permit, Standard
Of Identity for Parmesan Cheese
Petition to Food and Drug Administration

Dear Sir or Madam:

I. Preface

1. This application is submitted in response to the notice ("Notice") given in the Federal Register dated December 29, 2000 (Volume 65, Number 251) pertaining to parties seeking to participate in the test marketing of grated Parmesan cheese that deviates from the current standards of identity set forth in 21 CFR §133.165 and 21 CFR 133.146. The Notice relates to a petition submitted to the Food and Drug Administration (FDA) by Kraft Foods, Inc. to amend the previously mentioned standards of identity for Parmesan cheese by reducing the period required to cure the product from ten (10) months to six (6) months. We hereby, request the FDA's approval to participate in the market test using Parmesan cured for six (6) months on the same terms and conditions that have been granted to Kraft Foods, Inc.
2. Greenwood Valley Cheese Company, LLC is a private label packer. That is, we process aged Parmesan cheese into a grated format then pack it into packages of various sizes and configurations that are standard to the industry, and then label the packages with the brand names of our customers. In addition, we have one brand that is proprietary to our company, "Mid America Farms".
3. In accordance with the Notice, the information below is submitted in support for our application to participate in the market test.

II. Description of the Test Products

1. The product we propose to manufacture for retail, foodservice and ingredient sales is grated Parmesan cheese produced from Parmesan cheese that is cured for six (6) months, rather than the 10 months specified in 21CFR § 133.165. With the exception for the difference in the length of curing, the product will meet all requirements of the standard of identity applicable to Parmesan cheese.
2. The manufacturing procedure adopted for the production of this cheese is described in Exhibit 1, marked "Confidential". We request your Department to treat our detailed scientific report supporting our manufacturing process to achieve mature aged Parmesan cheese within six months as STRICTLY Confidential and NOT available for public access.
3. The make procedure involves the combined use of a safe and suitable enzyme technology, coagulant type, and starter adjuncts capable of producing fully cured Parmesan within six (6) months in a manner that otherwise completely complies with all aspects of 21 CFR § 133.65. Otherwise, the manufacturing procedure is identical to the make procedure that conventionally has been used by cheese makers for Parmesan production. Using the new enzyme technology and make procedure outlined in Exhibit 1, it is possible to produce a Parmesan cheese suitable for grating in six (6) months, rather than the customary ten (10) month timeframe. In all other respects the product will meet the requirements described in 21 CFR § 133.165 except the cheese will have been cured for six (6) months.

III. Amount To Be Distributed / Area of Distribution

1. We seek approval for nationwide distribution covering a quantity of 19 million pounds per annum of product in retail, foodservice, and ingredient packages for the reasons outlined below.
2. There is a need to evaluate the cheese under different climatic conditions: high/low altitudes and environments with high/low extremes of temperature and humidity. In addition, we believe from a consumer marketing perspective that it is reasonable to test the product amongst different ethnic populations. A further market segment we wish to test is the foodservice sector who uses Parmesan cheese as a topping and

Director, Division of Standards and Labeling Regulations
May 7, 2001
Page 3

vital ingredient in some specialized sauces and other food preparations. A quantity of 19 million pounds will permit us to test for geographic, climatic and market sector acceptance.

3. Accordingly, for the factors outlined above, we seek approval for nationwide distribution covering a quantity of 19 million pounds per annum of product which will be distributed for retail, foodservice and ingredient uses.

IV. Nutritional Labeling

A copy of every label subject to our petition is attached in Exhibit 2, and marked "Confidential".

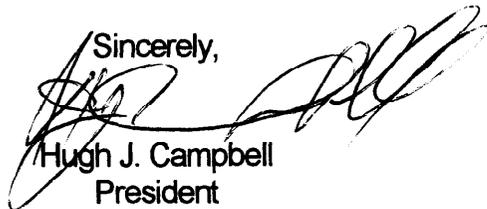
V. Conclusion

In keeping with the above information, the evidence submitted and exhibits enclosed with this application, we request the FDA's approval to participate in the market test to evaluate the use of Parmesan cheese cured for six (6) months rather than ten (10) months on the same terms and conditions that have been granted to Kraft Foods, Inc.

Because the particulars in the exhibits marked "Confidential" constitute trade secrets that are critical to the ability of our supplier to maintain a competitive position, we request that the FDA maintain the confidentiality of this material.

If you require any further information to assist your evaluation of our Petition, please feel free to contact me at the telephone number stated on the letterhead.

Sincerely,



Hugh J. Campbell
President

Attachments (3)