



December 19, 2017

CIAA Bulletin

**An Exclusive CIAA Member
Update**

Announcing "I Love Imported Cheese" Campaign



**We are pleased to announce the launch
of our new promotional campaign,
"I Love Imported Cheese"!**

Details about this program are listed below for those who may not be familiar with it.

This campaign, financed by funds provided through the Qualified Importer Program (QIP) now called the "Imported Cheese Board", includes a new branded website for consumers and retailers, an integrated social media program, as well as other ways to increase consumer awareness and sales of imported cheese. You should have received an email promoting this campaign earlier this week. We recommend that each of our members take time to "like" our social media pages, review the website and pass along the details within your firm. Get your employees involved and continue to spread the word!

Click [here](#) to check out the new site or go to www.iloveimportedcheese.com.

In addition, we encourage you to connect and engage with us

on social media:



<https://www.facebook.com/ILoveImportedCheese/>



<https://www.instagram.com/iloveimportedcheese/>

Member Involvement

During the summer and fall, we solicited images, recipes and videos from our members. For those of you who provided these assets - thank you! For those of you who wish to still provide promotional material to us, there is still time. Our ongoing marketing efforts will require a great deal of material and assets, so your participation is strongly encouraged.

Please continue to send us non-branded images, recipes and videos that are helpful for the website. The following items are useful:

- Non-branded product images
- Non-branded recipe images with recipes
- Non-branded recipe videos
- Cheesemaking images/videos
- Images/videos of the origin of the cheese/dairy farms
- Unique stories/info of how the cheese is made/techniques or the origin from where it comes

We must limit these materials to nonbranded items to comply with the requirements imposed by the QIP program. All promotional material received will be phased into the website and on social media and used throughout the year. Successful websites/social media campaigns are constantly updated with new content. We look to each of you to help us continuously keep our content fresh and exciting.

Items featured on the website will be placed randomly and continuously be rotated and refreshed.

Submission of Non-Branded Images, Videos, etc

Please submit assets via one of the options below:

- Email to 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 and please be sure to include your name, company name and contact info.

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. You can also call CIAA's Executive Director, Annette Summers at 202-547-0899 or 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. You must include your importer number(s) and your company name so that he can be sure to let you know if the designation for CIAA has been established for each of your importer designations. If you learn that you have not, then please complete the letter referenced above.

About the CIAA Qualified Importer Program (QIP) and Goals

CIAA's Imported Cheese Board, our renamed QIP, was created to receive one-third of the assessment our members are required to pay to the USDA. 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 consumer 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.

DATES TO REMEMBER

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

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