



## TILLAMOOK COUNTY CREAMERY ASSOCIATION CELEBRATING 100 YEARS OF TRADITION

*Producers of genuine "TILLAMOOK® CHEESE"*

### **100 Year Heritage – Historical Timeline**

- 1851 – First settler arrived in Tillamook County.
- 1855 – “Morning Star of Tillamook” was built and launched by settlers to transport their goods, which included butter, to market. In 1959, a replica of this ship was built in celebration of the Oregon centennial and later placed at the Tillamook County Creamery Association plant site. The latest replica was constructed in 1992.
- 1889 – Many people experimented with cheesemaking in Tillamook, but Merriman Foland was credited with establishing the first organized cheesemaking operation.
- 1894 – T. S. Townsend, a successful dairy industry entrepreneur, established the first commercial cheese plant in Tillamook County. Townsend hired Peter McIntosh, a Canadian cheesemaker experienced with the cheddaring process.
- 1903 – Carl Haberlach served as secretary/salesman for the Tillamook Creamery.
- 1904 – Cheese from Tillamook County was awarded a first place, its first national prize, at the St. Louis World’s Fair.
- 1909 – Ten operating cheese factories formed a cooperative, the Tillamook County Creamery Association (TCCA), each contributing \$25 for a total capital of \$250. The cooperative was organized to control cheese quality. Fred Christensen, a respected cheesemaker, was hired to serve as cheese inspector. Carl Haberlach became the first TCCA secretary/manager.
- 1911 – Tillamook Cow Testing Association was formed to stress the importance of clean, healthy cows, remove poor quality cows from the herds and help with feed rations and breeding.
- 1915 – TCCA’s cheese marketing program was incorporated under Manager Carl Haberlach.

- 1917 – TCCA begins working with an advertising agency for the first time and originates an advertising program for Los Angeles, Portland and San Francisco. Tillamook was credited for being the first community to brand its cheese and for advertising it under a brand name.
- 1918 – The Office of Deputy Dairy and Food Commissioner for Tillamook County was created and D.R. Tinnerstet was appointed.
- 1921 – The “Tillamook” brand name appeared on all cheese and was registered as a Federal trademark.
- 1944 – George Lawson was hired as secretary/manager and served seven years.
- 1946 – Production of rindless cheese began. Small sizes were cut from a larger 20-lb. block and wrapped in a Pliofilm inner wrap and a cellophane outer wrap.
- 1947 – Began bottled milk production. Began production of Tillamook<sup>®</sup> Maid Ice Cream and Frosty 4.
- 1949 – Four cheese factories in the Tillamook County Creamery Association consolidated operations and built a new plant on the present-day site north of the city of Tillamook. The plant contained many innovative ideas, including a cold storage warehouse, a traffic department and the packaging of milk in paper containers instead of glass bottles.
- 1951 – H. S. “Beale” Dixon was hired as secretary/manager and served 25 years.
- 1959 – TCCA built a new dairy feed mill.
- 1966 – Packaging was redesigned, incorporating a rendition of the *Morning Star* ship, to make it easier for the customers to identify genuine Tillamook cheese.
- 1968 – The final seven operating cheese factories in the county consolidated and all the cheesemaking was centralized at the Tillamook plant. TCCA became a single cooperative operation, rather than an association of cooperatives.
- 1970 – TCCA constructed a waste treatment plant to process plant waste in accordance with the Department of Environmental Quality standards.
- 1972 – TCCA began production of Tillamook Premium Ice Cream.
- 1975 – D. R. “Pete” Sutton, a Tillamook County Creamery Association employee since 1949, was selected as secretary/manager and served 17 years.
- 1978 – The Creamery started using refrigerated trucks to haul dairy products to the market.
- 1979 – The expanded Tillamook Cheese Visitors Center is opened to the public, providing an observation area, an educational slide show, a museum, the deli and fudge counter, and ice cream dipping counter.

- 1990 – TCCA built a new cheesemaking room and started up a new automated cheddaring system, which included new cheese vats, Cheddarmaster, Wincanton cheese pressing towers and a rapid-cool system.
- 1993 - The cheese-packaging department relocated to a larger area in view of Visitors Center. Harold Schild, a TCCA employee since 1958, was named general manager and served nine years. Began production of Tillamook® Sour Cream.
- 1994 – Visitors Center expanded to accommodate the over 900,000 visitors that now visit each year. Began production of Tillamook® Low Fat Yogurt. Spiral ice cream freezer was constructed.
- 1998 – Began line of Tillamook® Fat Free Yogurt.
- 1999 – Created corporate website [www.tillamookcheese.com](http://www.tillamookcheese.com).
- 2000 – Began construction of Columbia River Processing Inc. a satellite cheese making facility. Completed 35 million pound capacity automated storage and retrieval system (ASRS) cold storage warehouse, including a seven-bay shipping dock with refrigerated staging areas, new shipping offices and a new electrical distribution and refrigeration system.
- 2001 – Introduced line of flavored milk in plastic pints called “Tilla-Milk.” Completed construction of CRP, a 60 million pound cheesemaking facility, doubling TCCA’s cheesemaking capabilities.
- 2002 – Jim McMullen, a TCCA employee since 1992, was named president and CEO. Introduced new packaging design reminiscent of the old labeling of having Tillamook on the rind.
- 2003 – Introduced Pack-It-Pals (Tilla-moos), ¾ ounce cheese portions packaged in bags of 10.
- 2004 – TCCA celebrated 95 years as a cooperative. Introduced new ice cream container size and design. TCCA’s board of directors approved expanding CRP.
- 2005 – The expansion at CRP begins. The expansion will be an additional 65,000 sq. feet, doubling the size of the Boardman facility. The expansion will increase TCCA’s total output by 50 percent. Introduced Tillamook® yogurt drinkable smoothies and vintage white medium cheddar, aged 100 days. Redesigned the corporate Web site, [www.tillamookcheese.com](http://www.tillamookcheese.com).
- 2006 – Completed expansion of CRP. Tillamook Food Sales, Inc. incorporated into TCCA. TCCA sells its shares in the joint venture feed mill to CHS Inc. CRP expansion completed on time and on budget. First cheese was made on Sept. 28. Vintage White Medium Cheddar won National Milk Producers Federation’s Chairman’s Trophy, which is the most prestigious award handed out at the NMPF Cheese Contest, it was also named the Best Overall Cheddar, earning a score of 99.6 out of 100. Introduced deli cut and snack bar multi packs.
- 2007 - Introduced three new flavored cheddars: Garlic White Cheddar, Garlic Chili Pepper Cheddar and Smoked Black Pepper White Cheddar. Underwent grounds beautification project for the 100<sup>th</sup> anniversary. Harold Strunk was named president and CEO.

2008 - Introduced two new flavored cheeses: Horseradish White Cheddar and Hot Habanero Jack.

2009 - TCCA celebrates its 100 year anniversary as a farmer-owned cooperative.