



George Crave

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George Crave is President of Crave Brothers Farmstead Cheese, LLC. He oversees the plant management and cheese production. George is a licensed cheesemaker and has traveled to Italy, France, and Switzerland to study cheesemaking and affinage.

George and his three brothers own Crave Brothers Dairy Farm along with three of the next generation. In 2001 he began managing the building and development of Crave Brothers Farmstead Cheese. In 2002 the farmstead cheese factory was completed, and the first cheese production began.

George is a graduate of the University of Wisconsin-Madison Farm & Industry Shortcourse. George served on the Council for Agricultural Research, Extension & Teaching (CARET) for the UW-Madison College of Agriculture & Life Sciences. George is a member of the Wisconsin Cheesemaker's Association and the Wisconsin Specialty Cheese Institute. George and his brothers were recognized in 2008 as World Dairy Expo Dairymen of the Year and in 2010 by the Wisconsin Dairy Business Association as Advocates of the Year. In 2017 Crave Brothers Farm and Crave Brothers Farmstead Cheese were selected as Wisconsin Family Business of the Year. In 2018 George was inducted into the Guilde Internationale Des Fromagers. George is a 4-H leader and member of Holy Family Catholic Church. He and his wife Debbie have three children – Patrick, Brian, and Roseanne. Crave Brothers were recognized as the 2017 Wisconsin Family Business of the Year.

Top five most significant judging experiences:

- This spring was the first time that I participated in the judges conference. I help with local workshops and enjoy watching and participating in local state and national shows.
- I have very little inside the ring judging experience, I look forward to doing more.
- However, I do have a great deal of experience addressing groups and I am very good at thinking on my feet.

Besides judging type conformation classes, this judge also enjoys:

- Youth Shows
- Showmanship