

THE DARIGOLD CHEESE STORY

Writer:

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Objective:

To present an informative and fun-to-watch story on how cheese is made at Darigold.

Audience:

Adults and children visiting the Darigold Sunnyside plant & tourist center.

Character descriptions:

PROFESSOR: an obviously brilliant man (a world renowned scientist or “cheesiologist” from Germany, ergo the accent), in a slightly frumpled white lab coat with Darigold pocket patch or label, baggy pants (cords?), loafers, shirt & maybe cardigan-style sweater under his lab coat, and a bow-tie. He a little disheveled (maybe something that can progress as the program progresses), with unkempt hair. Basically, take a humorous Einstein impersonation, add a little “Back to the Future” scientist and a grandfatherly attitude towards Angela. He also has a cow tail, something we only see occasionally and never see as “attached” until the last shot. We see it swish behind him when we’re looking at him in a close-up; sometimes he ignores it (or doesn’t see it) while other times it’s almost like a fly or bee buzzing around his head: he winces a little or ducks as it passes his head. This same mystery of his possible bovine tendencies is accentuated by an affectation of stretching out “m” and “o” sounds.

ANGELA is a bright, rambunctious 7-11 year old ethnic girl. She’s cute (pony-tails?) but a little street-smart and cool, vivacious & curious, and dresses in bright colors (maybe even mis-matched things, like different socks with pants folded up to her knees). I think I’m subconsciously seeing Punky Brewster.

Where called for, “graphic windows” will magically appear or pop onto the screen (with a dramatic sound effect, like a swoosh or squeal or electronic sound and maybe even accompanied by a puff of smoke), much like a floating-in-the-middle-of-the-set window through which we see demonstrations to help illustrate the cheese-making process. Sometimes the window will remain inside the studio frame, with ANGELA & PROFESSOR still there, while other times we’ll go “into” the window to see activities full-frame. These windows are roughly the same shape as the Darigold logo (sort of “cloud”-like). The edges of the “window” will vibrate.

Along the same lines, arrows and words will be used to help add interest and help further the information. They, too, will vibrate and move and swirl to match the information being illustrated.

The set is an all-white hard-cyc (you see no corners or edges). The props will be colorful and a little silly. PROFESSOR and ANGELA use alternate sides of the set: they begin on one side for the intro (cheese-blocks falling), move to the other side for the cow

illustration (during which the cheese blocks mysteriously and subtly disappear), then move back the other way for the factory/kitchen demonstrations using a table and kitchen stuff that just seems to magically be there (during which the cow mysteriously and subtly disappears from the opposite side), etc.

SCRIPT

1

OPEN on an empty/blank white hard-cyc set.

PROFESSOR (*mistakenly off-camera*):
Ya. So, vee is here today to talk about...
CHEESE! My name is...

CREW VOICE (*off-camera*)
Uh... could you hit your mark there?

2

PROFESSOR confusedly wanders into frame, facing the wrong way.

PROFESSOR:
Mark? Oh, ya, de little "X" on de floor here.
Okey-dokey.
So, my name is...

CREW VOICE (*off-camera*)
Uh... face this way?

3

He turns, faces camera. Graphic overlay?

Prof. Ludwig Bovenstein

PROFESSOR:
Huh? Oh, ya. (*Ahem*). So, I'm Professor Ludwig
Bo-o-ovenstein. As an expert on cheese, I'm
here to talk about... CHEESE. M-m-more
specifically...

(tail swishes by head, making him flinch)

Vatsat?

... (*Ahem*) Specifically, how de *best* cheese is m-
m-made, vich is how Darigo-o-old makes
cheese here in dis big, m-m-modern cheese
plant. So... let's talk cheese, ya?

ANGELA (*off-camera*):
Hey, Prof, WATCH OUT!

PROFESSOR (surprised / confused):
Eh?

4

Angela flies past PROFESSOR, grabbing his hand and pulling him out of frame just before 2-3 huge blocks of cheese fall.

ANGELA:
I said, LOOK OUT!

5

We see ANGELA & PROFESSOR in a heap on the floor.

PROFESSOR:
Whoa, dat's a lotta cheese.

ANGELA:
Yeah, that's BIG CHEESE allright! And I thought YOU were the big cheese! (giggles).

PROFESSOR:
Ya, so... Who are you, my little m-m-munchkinbraven.
(to camera)
Dat's small brave kid to you, ya?

6

They talk as they get up (Angela helping the Professor up) and straighten themselves up a bit. Graphic?

Angela

ANGELA:
Name's Angela. I'm here to help out. They said you got a zillion degrees in science and cheesiology and you're, like, some world famous expert, but that you can't tie your own shoelaces to save your life.

PROFESSOR:
(to camera)
Sveet kid.
(to Angela)
Ya, vell, I like you, but I don't need no help...
(to camera)
... und I veer lo-o-o-oafers. So, to begin vith, cheese...

7

Graphic window appears, in which we see B-roll of cows in grassy pasture, with the word "grass" and funky arrow vibrating on screen, pointing to grass. Graphic window will open with a sound effect, maybe graphic effect (like a balloon very quickly being blown up).

GRASS

PROFESSOR:

... starts out as grass...

ANGELA (*she thinks he's kidding her*):

Gra-a-a-ass?!? You're kidding, right? I mean, grass tastes *terrible*. How can something...

8

Studio.

ANGELA:

... that tastes great like cheese come from something so... *yucky?*

9

We see PROFESSOR gets pizza with grass on it from out-of-frame, and "shows" it to "us" (the camera, using a very wide angle lens to humorously distort the perspective). Maybe we see funky-font words and arrows appear:

Pizza **sandwich** **Pasta**

PROFESSOR:

Ah, good question. After all, grass IS terrible on pizza, und sancviches, und on pasta. BUT... we shouldn't be critical of people who like grass.

(tail swishes behind him, grazing his hair/ear enough that he flinches/winces).

10

We see a flat of grass on the floor (tray with sod), with P's feet behind it. The camera follows it as PROFESSOR picks it up and shows it to camera. A very bright spotlight comes on to show sun, water is sprinkled on his shoulder...

PROFESSOR (*melodically but quick, rote*):

You see, you start out vith grass. De sun shines... De rain falls...

... but is adjusted to fall on the flat of grass.

PROFESSOR:
ON DE GRASS!
Ya, dat's better.
(rote, like he's said it lots before)
So, de grass gets nutrients from de soil, and,
through photosynthesis, grows into com-m-
mestibles dat cows eat and chemically m-m-
metabolize into milk via enzymatic processes
in digestion.

11

As ANGELA "translates", graphic window opens (with the sound & graphic conventions we use for the first & all subsequent B-roll and windows), we see pastoral B-roll with cows in field & the funky-type words;

Dirt **RAIN** **SUN** **COW-FOOD**

... with shaky arrows pointing to the stuff as she says it)

ANGELA:
So, cows eat grass that gets food from dirt,
water from rain, and energy from the sun and
grows into great cow-food that they turn into
milk?

12

Studio.

PROFESSOR:
Ya, dat's vat I said, no?

ANGELA:
Yeah.

PROFESSOR:
Ya? I DIDN'T say dat?

ANGELA:
No... yes to no, you DID say that. Sorta.

PROFESSOR:
Ah, *whew*. I tought I vasn't talking so good or
someting.

13

Tail swishes by his head, he looks around quickly, looking for what it was like you'd track a fly that just buzzed by your head.

PROFESSOR:
Vat is dat little...

ANGELA:
So how DOES the cow turn grass into milk,
and what's that got to do with cheese?

PROFESSOR:
Vell, let's look at a cow.

14

We see PROFESSOR and ANGELA from a low angle next to the cow, so we see part of the cow with Professor & Angela in the background. Camera dollies up & away from cow, towards them as they walk over to cow (stepping over cheese blocks). Maybe the word

COW

... with an arrow pointing to the cow appears and "vibrates" on the screen.

COW:
Mo-o-o-o-o-o!

PROFESSOR:
Ah, DERE's one.

15

A "graphic window" opens up superimposed over the cow, with PROFESSOR "behind" it letting handfuls of grass flutter down, and inside the window we see a graphic or real blender churning up grass and handfuls of grass (ostensibly from PROFESSOR) pouring into it. Instead of the whiney-whirly sound of a blender, we hear cow-eating-grass chomping sounds.

PROFESSOR:
You see, de cow bites de grass, and chews it up
into itty-bitty tiny little pieces, like a blender.

ANGELA:
Cool!

16

In the window, we see a mixer churning up grass and water. Instead of the electric murmur of a mixer motor, we hear the violent swishing and gurgling of digestion.

PROFESSOR:
Den it goes into de stomach, where it gets m-
m-mixed up vith digestive enzymes und
metabolically active acids und...

ANGELA (a little impatiently):
... *stuff*...

PROFESSOR:
... ya, “stuff”, like vith a m-m-mixer, see?

17

We see a carton of Darigold milk in the window.

PROFESSOR:
Den de cow takes dat... “*stuff*” and turns it into
milk.

18

Window closes (with the same great sound effect & graphic convention, only in reverse). Angela holds up milk carton, then brick of cheddar cheese and show to Prof.

ANGELA (pointedly sarcastic):
So, the cow puts the milk right into the carton?
And when the grocery store closes at night, it
magically turns into cheese?

PROFESSOR:
Vell, no, not exactly.
(*mock venomously at Angela*)
Schmarty pants!

19

Window pops back open, we see B-roll of cows being milked inside dairy, storage tanks, truck being loaded/filled, trucks being UNloaded at plant...

PROFESSOR:
De cows are “milked”, and all de milk from all
de cows is put into a big tank, den poured into
a big tank *truck*, den brought here, to be m-m-
made into...

20

Studio.

PROFESSOR:
...CHEESE!

ANGELA:
How many cows does it take to fill up that
truck? And how many trucks come in here a
day?

PROFESSOR:
Vell, lessee, dere's XXX cows m-m-milked to
fill up de tanker truck dere, and we get about,
oh, XXX trucks a day, so dat means...

21

While pondering/thinking, his tail swishes by again.

PROFESSOR:
Stop dat! Dat means... (come up with
comparison, like "as m-m-many cows as
people seeing an NFL football game in a
stadium" and show big stadium, or something
like that).

ANGELA:
WOW!

PROFESSOR:
Ya, dat's a BIG wow, no? Und a lotta cows!

ANGELA:
Yes.

PROFESSOR:
Yes?

ANGELA:
No! I mean, I agree! Yes to your no which
really meant yes!

PROFESSOR (confused):
Oh, okie dokey. I get it.

ANGELA:
So what happens here, at the plant?

PROFESSOR:
Vell, first of all, when de m-m-milk comes in...

22

Graphic window opens up, through which we see a truck being emptied, then the computer control room.

PROFESSOR:
... it's unloaded into a big vat und analyzed vit
dis scientific equipment to examine de m-m-
milk, like de protein, fat content, solids...

23

Studio. They walk over to table, where there's lab equipment (butane torch, flasks & beakers on stands, coffee-filter type cone filters on stands, maybe a kitchen strainer...). As they walk over, PROFESSOR dons a brightly colored, silly looking apron and chef's hat.

ANGELA:
What's with the apron and silly-looking hat?

PROFESSOR has difficulty putting hat & apron on, ANGELA helps him (as they walk, or maybe uses step-stool or ladder...)

ANGELA:
Boy, I see what they meant about not being able to tie your shoes.

PROFESSOR:
(ignoring comment save a severe look)
Vy de apron und hat? Vell, ve're going to show them how to m-m-make cheese, like a recipe.

ANGELA:
Then why the lab stuff, and not a kitchen?

PROFESSOR:
'Cause I'm a scientist, not a chef!

ANGELA shrugs.

24

Graphic window: b-roll of pasteurization vat/piping.

PROFESSOR:
So... Den de m-m-milk is pasteurized.

ANGELA:
Pasteurized?

PROFESSOR:
Ya. It's heated up to 165 degrees Fahrenheit in dese pipes und vat to alleviate any harmfully pestiferous bacteria.

25

Studio: PROFESSOR puts clear pot/flask/BEAKER of milk on stand, fires up BUTANE TORCH & heats milk. Graphic overlay with temp.

165

ANGELA:

Oh, you mean to kill microscopic little bacteria thingies that aren't healthy, right?

PROFESSOR:

Ya. Dat's vat I ... Ah, nefer mind.

As PROF heats up milk, graphic overlay of temps, with "hierarchy" of temps (212 on top, 165, then 100, then 85) or a funky graphic of thermometer with mercury & numbers/degrees.

85 100 165 212

ANGELA:

So, let's see, in summer 85 degrees is hot, 100 is sweltering, and 212 is boiling. So it's right between sweltering and boiling.

26

ANGELA sticks her finger in hot milk, pulls it out in mild pain-surprisem shakes it/licks it.

HOT!

ANGELA:

OUCH! Yep, that should kill the little bacteria-critters! Then what?

27

Window: we see big vats.

Otto

PROFESSOR:

De pasteurized m-m-milk goes into a big stainless steel vat, vich ve affectionately call "Otto" ...

(muttering quickly)

... because much of it is AUTOMATIC, und m-m-my grandfather on my m-m-mudders side, his name vas Otto...

So, once de m-m-milk is in de vat...

28
Studio.

ANGELA:
Wait a minute! It's all automatic?

PROFESSOR:
Hmmm... Yes und no. To make great cheese, all dis technology und m-m-machinery makes it *easy*, but not *great*. To do dat, you gotta have ART.

29
Window pops open, in which we see PROFESSOR #2 as an artist, with stereotypical paint palette and tilted beret and paintbrush.

technology **Art**

PROFESSOR:
Halo! Making great cheese is one part technology, but one BIG part art! Ya? De right ingredients in de right combination und in de right order, de stirring, de timing, und a lotta TLC... Now dat's great ART! Dat's great DARIGOLD art, to make great Darigold CHEESE. Got it? Good. Carry on!

30
Window closes: "studio" PROFESSOR adds ingredients to Otto, then mixes it up with big spatula.

PROFESSOR:
Tank you. Nice fellow, dat. Good looking, too!

ANGELA:
So, all this high-tech stuff with a big dose of cheese-making art and lots of tender loving care is what makes Darigold cheese great?

PROFESSOR:
Ya! So, to continue, starter culture is added to the pasteurized-but-cooled-down m-m-milk, along vith enzymes to speed the process up, coagulant to thicken the m-m-milk, and color so efery block of Darigold cheddar looks de same. Den big paddles mix it all up...

ANGELA:
What's starter?

PROFESSOR:
More accurately called “starter *culture*”, it’s a medium with active microscopic bacteria that enzymatically processes de m-m-milk into cheese.

ANGELA:
Hey, wait a minute! I thought you killed the bacteria ‘cause they weren’t good for us people.

PROFESSOR:
Ah, ve killed de wild, *BAD* bacteria, but ve *need* de well-behaved *GOOD* bacteria to turn milk into cheese.
(tail swishes close to mouth: he gestures to shoo it away)
Ptui! Yach! *(Ahem)*

31

Graphic window opens, we see B-roll of starter culture room, with guy? Maybe graphic with arrows:

Vat of Starter Culture

PROFESSOR:
In fact, de starter culture is vone of de most important ingredients for making great cheese! It’s a secret recipe dat only Darigold has, und dey guard it very carefully. In fact, only vone person is even allowed in de room where dey grow de special Darigold starter culture!

32

Studio, showing yogurt-like stuff in beaker (separate from Otto).

PROFESSOR:
So, den de m-m-mixture congeals into a firm coagulative substance, like dis.

Angela picks up/looks closely at beaker of curd.

ANGELA:
Oh, so you cooked the *BAD* little bacteria guys to make way for the *GOOD* micro-bacteria-type-critters who turn the milk into something kinda like pudding or yogurt, huh?

33

PROFESSOR takes knife, starts methodically chopping up stuff in Otto-flask-beaker-whatever.

PROFESSOR:

Ya-a-a. Den, once de coagulant is properly set, sharp blades cut it up into thousands of little cubes.

ANGELA:

How can you do that when you've already got big paddles in there to mix everything up?

PROFESSOR:

Good qvestion!

34

We see window with vat. Graphic overlay shows how paddles go one way, then another possibly intercut with Prof using knife to show Angela.

PROFESSOR:

You see, ven de thing goes around one way, it's dull and m-m-mixes tings up, like de dull part of dis knife. But it's sharp on de udder side, so when de direction is reversed, it acts like a big chopper, ya?

35

Studio.

ANGELA:

Cool!

36

PROFESSOR takes chunk of cubes out of Otto into beaker or he holds up beaker so we see close-up of curd & whey. We see PROFESSOR face right next to beaker, so we see beaker and his face looking towards camera at beaker.

PROFESSOR:

Und as it's cut, de coagulant ossifies even m-m-more, contracting and shrinking, and becomes what we call "curd", and a vater-like substance ve call "whey" is expelled.

37

We see ANGELA face come into frame, looking closely at beaker towards camera, so now we see ANGELA / beaker / PROFESSOR in a very tight shot. The words,

Whey cool!

... appear in funky type and vibrate on screen.

ANGELA:

So this yogurt-like stuff is cut into cubes, and the cubes get harder and push out this stuff called "whey". WHEY cool!

(giggles)

Like Little Miss Muffet.

38

Wider shot.

PROFESSOR:

Little who?

ANGELA:

Y'know, Little Miss Muffet, who sat on a tuffet, eating her curds and whey...

Bag of curds is thrown to Professor, who catches it and munches on curds, offers to Angela, who tries one and likes it.

PROFESSOR:

Ya! Schmart little Miss Muffet. Here, vant some?

39

Graphic window with products? Have ANGELA permutations of;

Whey yummy!

and

Whey cool! Way WHEY cool! Whey AWESOMELY cool!

... appear on screen (they both see the words appear and refer to them).

ANGELA:

Sure! M-m-m, "whey" yummy.

PROFESSOR:

Ya, very cutesy. De whey is used as an ingredient in products like scalloped potatoes...

ANGELA:
“Whey” cool... again.

PROFESSOR:
... ice cream...

ANGELA:
Way WHEY cool!

PROFESSOR:
... and candy...

ANGELA:
Whey AWESOMELY cool!

PROFESSOR:
... and some of de water by-product is used to
water crops, because it’s full of vonderful
nutrients.

40

Window/B-roll of crops being watered, then cows being milked, then milk truck being emptied at plant, and cheese (in store? Excerpt from beginning of show, with PROFESSOR & ANGELA running out of frame as cheese block drops?) with words & arrows: water, grass, cows (or whatever is in footage, like corn &/or hay &/or oats...), milk, cheese.

Water Grass Cows MILK Cheese

ANGELA:
So the water is hauled off to help feed the grass
and corn and hay and oats that feeds the cows
that make the milk you use to make cheese!

41

Studio. PROFESSOR takes mixture an puts it on lab stand with wire mesh across it, so we see curd cubes with whey dripping.

PROFESSOR:
Ya! So, den de curds go into a big m-m-
machine vith a big, wide conveyor belt dat’s
full of holes. As more whey drains away from
de curds, and de curds knit together m-m-
more and m-m-more...

42

Window with machine (straight-on side view, angled views, & shot of inside if it makes sense), with graphic overlay showing how conveyor folds back on itself in 3 layers, perhaps intercut with PROFESSOR performing similar function with lab/kitchen demonstration.

PROFESSOR:

... it goes along de conveyor belt and falls off onto another layer of conveyor belt, vich stretches it out, and it goes along some more until it drops down to still another layer, vich stretches it out some more... Von, two, tree... ya, three levels. Den out it goes.

43

Briefly ack to studio, then show the adjacent mill-chip machine, maybe with graphic overlay demonstration.

PROFESSOR:

When it leaves the curd machine, it goes into a mill-chip unit, where salt is added and it's cut up and stirred up and allowed to mellow as it goes along inside dis machine here.

44

Back to studio...

PROFESSOR:

Den, de little chunks of curd are pneumatically conveyed under negative pressure...

... where we see PROFESSOR crank up a brightly-colored shop-vac (or old Electro-Lux) and vacuum up some of the curd

ANGELA:

... sucked up, like a vacuum, right? Huh, they look like stubby little French fries!

PROFESSOR:

Ya, ya, stoobby little French-fries...

45

Through window, we see the vacuum tubes, then the towers, with graphic overlays.

PROFESSOR:

... vacuumed through these tubes into a series of big towers, 30 feet high. Inside dese *round* towers are SQUARE towers, about, oh, 22 centimeters by 28 centimeters, vich is, lessee, about 8 and a half by 11 of your inches, full of holes along the sides. Negative pressure is applied to extract more whey and to help compress de curd, which is already being compressed simply as a causal effect of the weight from all dat curd...

46

Back to studio, where we see (if we can) a representation of the inside tower: maybe a short, square "tower" of wire mesh, with a very tight close-up of ANGELA looking at it intensely as she translates ("tower" in center, with her face appearing on one side then the other as she examines the stuff.

ANGELA:

So all that curd stuff gets sucked into these tube towers, and all the air and whey is sucked out and the vacuum and all that weight pushes the curd down into really dense stuff?

PROFESSOR:

Ya, I suppose you COULD describe it dat vay.

ANGELA:

How come?

PROFESSOR:

I dunno! Because you keep wanting to explain all dis stuff your own vay...

ANGELA:

No, I mean how come the stuff is packed so tight?

47

Through window, dolly with conveyor as we see blocks of cheese coming out tower onto conveyor: start with first one, let block fall onto conveyor, then truck/dolly with block as it travels down conveyor past other 3 towers, followed by quick shots of cooling room and palettes loaded with cheese and loading truck...

PROFESSOR:

Ah, yes, vell... At de bottom of each tower, de cheese is cut into blocks 18 centimeters deep, or, lessee, 7 inches, vich is about 40 pounds of... CHEESE. It comes out dat chute, gets wrapped up in a vacuum bag and heat sealed before being sent off to cool, den it's loaded 60 of dem to a pallet, den loaded onto a truck...

48

Back to studio.

ANGELA:

Okay, okay. Where does it end up?

49

Embark on a tour of the many uses for cheese, through the graphic window: grocery store, pizza place, Italian restaurant, deli, Mexican restaurant...

PROFESSOR:

HERE!
Und HERE!
Und of course, HERE!
Und den dere's... HERE!
Und HERE!

50

They walk over to fridge (or maybe fridge moves over to them with tire-squealing SFX), PROFESSOR taking off his hat & apron.

PROFESSOR:

Und, of course, HERE! You see?

51

He opens fridge: stacks of cheese and pizzas and a few other Darigold dairy products.

ANGELA:

WOW!

52

Professor “buries” himself in the fridge, starts tossing packages of cheese over alternating shoulders. Angela scrambles to catch the packages.

PROFESSOR:

Dat’s a BIG wow, munchkinbraven. Ve got de creamy mozzarella, de smooth colby, de spicy sharp cheddar, vich takes efen MORE art to age perfectly, und ve got de nice jack, und de tasty cheddar, und de colby-jack for folks who can’t make up dey’re mind...
Yep, ve go lots of cheese!

He turns around with an armful of cheese, and Angela with an armful of cheese

53

They begin to walk off set, talking. We finally see the cow tail sticking out through the back vent in PROF’s lab coat (possibly labeled with arrow)

Cow Tail

ANGELA:

Who is Darigold, anyway? I mean, it takes so many cows and so much milk... where do you get it all?

PROFESSOR:

Vell, actually, de dairy farmers formed a Co-op, so dey’re de Big Cheese, as a group. See, I made a funny, like you do, ya?

ANGELA:

Nah! What’s a co-op?

PROFESSOR:

Vell, it’s short for “Co-operative.”

54

Graphic on screen:

Some . hole

ANGELA:

Oh, yeah, when a bunch of people work together, they co-operate. Because SOME are bigger than a HOLE...

55

Graphic on screen:

WHOLE - SUM

PROFESSOR:

Actually, dat's, "The WHOLE is greater dan de SUM of de parts," as in de entire schebang is better than a lot of little schebangs. So everybody togeder, as a group, makes a bigger impact ...

56

Graphic window with rapid-fire cuts showing Darigold cheese making process.

ANGELA:

..better cheese! Everybody working together makes better cheese than if they all went and did it on their own or just sold their milk to somebody else! 'Cuz the farmers have the great cows who make the great milk to make the great cheese, and since they have great artistic people making cheese with a lotta TLC, they make great cheese!

PROFESSOR:

Ya, yeppee! You got it, schweetie! Great DARIGOLD cheese.

57

Studio. They continue their walk off set.

ANGELA:

Did you know you kinda moo when you talk?

PROFESSOR:

N-n-nonsense.

58

As they clear frame, we see tail swish one last time, Darigold logo, then...

FADE TO NOIR.