

# Jerry Dryer Dies, Longtime Dairy Consultant, Editor, Market Analyst

Madison—Gerald “Jerry” Dryer, who had a decades-long career in the dairy foods business as an editor, consultant, market analyst and trends forecaster, passed away on Sept. 19, after a long and hard-fought battle with acute myeloid leukemia. Jerry Dryer was 75 years old.

At the time of his death, Dryer was the editor of the *Dairy & Food Market Analyst*, a weekly newsletter he founded in 1981; chief market analyst at Rice Dairy, a boutique commodity brokerage house in Chicago; and president of JDG Consulting, a company he founded in 1978.

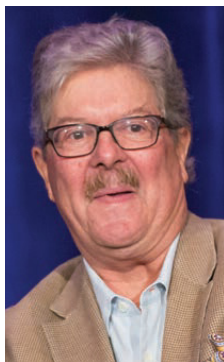
Dryer was born and raised on a farm near Reedsburg, WI, graduated from the University of Wisconsin-Platteville in 1966 with a B.S. in agriculture and then from US-Madison with a M.S. in agricultural journalism.

He then spent seven years in Washington, DC, working for the National Milk Producers Federation (NMPF) and the US Department of Agriculture (USDA) before returning to Madison, where he was named editor of the *Cheese Reporter* effective Jan. 1, 1978. Dryer left the *Cheese Reporter* to found his consulting business and, in early 1981, a weekly newspaper called *The National Dairy News* (now *Cheese Market News*) with Harold “Pete” Peterson, inventor of the fines saver and Co-Jack cheese.

Dryer and Peterson sold the newspaper to Gorman Publishing in 1985 and Dryer joined Gorman as editor of the newspaper, editor of *Dairy Foods* magazine and editor of *The Dairy Marketing Letter*, a weekly newsletter Dryer had created in 1978.

Dryer left Gorman Publishing in 1989 and subsequently relaunched his consulting business which handled public relations and marketing efforts to help launch the US Dairy Export Council (USDEC) and the dairy futures and options

trading at the Chicago Mercantile Exchange. He credits Alan Levitt, now vice president of communications and strategy at USDEC, for helping to make those years a success.



During his career, Dryer was actively involved with a number of trade associations in addition to USDEC, and served on the board of directors of the International Dairy-Deli-Bakery Association.

In 2012, Dryer was presented with a Distinguished Service Award by the Wisconsin Cheese Makers Association (WCMA); the award recognizes persons that have helped to grow the US dairy industry and are valued by cheese makers as trusted partners.

During his acceptance speech, Dryer listed three accomplishments he was proudest of: Dick Groves, Susan Quarne and John Umhoefer. He hired Dick Groves at the *Cheese Reporter* in January of 1978, and Groves is now editor and publisher of the weekly newspaper.

He hired Quarne into the dairy foods business as he was founding *The National Dairy News*, and she now owns *Cheese Market News*.

And he hired Umhoefer in the dairy business a couple of years later and Umhoefer is now the executive director of the Wisconsin Cheese Makers Association.

Dryer is survived by his two sons, Gerald Dryer Jr. and Andrew Dryer. In lieu of flowers or cards, please consider donating blood in Jerry’s memory, or consider a gift to a favorite of his, REAP Food Group ([reapfoodgroup.org](http://reapfoodgroup.org)) in Madison.

*Note: Dairy industry members will gather to toast Jerry and swap tales on Monday, Oct. 14, at 6:00 p.m. as USDEC ends the first day of its annual meeting at the Swissotel lounge, 323 E. Wacker Dr. in Chicago.*