

ENTRY INFORMATION



All Marketers, Converters, Manufacturers, Suppliers and End Users of dairy products are eligible to enter this contest!

78 Contest Classes

- Cheese
- Fluid Milk
- Yogurt
- Butter
- Sour Cream
- Creative & Innovative Products
- Ice Cream/Sherbet
- Cream
- Cottage Cheese
- Whey Products
- and more!

**2011 Cheese & Butter Grand Champion
Babcock Hall Dairy Plant, Madison, WI**



**2011 Grade A & Ice Cream Grand Champion
Gifford's Dairy, Skowhegan, ME**



World Dairy Expo Championship Dairy Product Contest

The Only All-Dairy Product Judging Contest in North America

What Is This Contest:

- ▶ The World Dairy Expo Championship Dairy Product Contest is completely unique and the only one of its kind in North America, since no other national contest includes all dairy products. It's the only all-encompassing contest which offers judging classes for a wide variety of cheese, butter, ice cream and Grade A dairy products.
- ▶ It's the fastest growing contest in the history of all dairy product contests. Last year, in the contest's 9th year, there were over 700 entries from dairy processors throughout North America. With an average annual growth rate of more than 25%, this year's contest will be even bigger!

Why Enter This Contest:

- ▶ Winning companies parlay their success into tremendous marketing opportunities and enhanced sales. These companies are afforded unprecedented opportunities to promote and market their products as the "best of the best" in North America.
- ▶ Even non-winning companies receive great benefits. With each entry being evaluated by professional, certified dairy product judges, companies entering products receive the judge's evaluation sheets after the contest and are able to see how their products were rated. This enables companies to modify their product formulas for improved taste, texture, etc.
- ▶ A vast majority of companies who have entered the contest in the past tend to enter every year since they clearly see the positive benefits and the return on investment value.

Contest Sponsored by the Wisconsin Dairy Products Association (WDPA)

2011 CONTEST WINNERS

Grand Champion Cheese & Butter

Gouda, Babcock Hall Dairy Plant

Grand Champion Grade A Products & Ice Cream

Regular Chocolate Ice Cream, Gifford's Dairy

Cheddar, Colby Jack, American Pasteurized Process- AMPI
Sharp Cheddar, WPC 34%- Foremost Farms USA
Aged Cheddar- Masters Gallery Foods
Swiss- Chalet Cheese Coop
Brick- Babcock Hall Dairy Plant
Mozzarella, Fresh Mozzarella, Mild Provolone, Reduced Fat Provolone- Lactalis American Group
String Cheese- Cesar's Cheese
Montforte Gorgonzola Cheese- Arthur Schuman
Cajun Cheddar Curd- Mill Creek Cheese
Swiss Almond Cold Pack- Pine River Pre Pack
Feta- Nasonville Dairy
Crave Brothers Mascarpone- Crave Brothers Farmstead Cheese
SarVecchio Parmesan, Pastorale Blend- Sartori Company
American Pasteurized Process with Jalapeno Pepper- Bongards Creameries
Panela- Don Francisco Cheese
Cranberry Cinnamon Goat Cheese- Woolwich Dairy USA
Prosciutto & Mozzarella Roll, Betta Butter Honey & Walnut- Formaggio Italian Cheese
Salted Butter, Unsalted Butter- Michigan Milk Producers Association
White Milk- Purity Dairies
Whole Chocolate Milk, Cultured Milk- Country Delite Farms
Lowfat Chocolate Milk, Strawberry Yogurt- Prairie Farms Dairy
Fat Free Chocolate Milk, Ranch Dip- Cass Clay Creamery

UHT Milk- Grass Point Farms
Root Beer Milk- Shatto Milk Company
Whipping Cream- Turner Dairy
Blueberry Yogurt- Brookshire Grocery Company
Strawberry Rhubarb Yoghurt- Noosa Yoghurt
Mango Drinkable Yogurt- Tropical Cheese Industries
Cottage Cheese- Dean Foods
Lowfat Cottage Cheese, No Fat Cottage Cheese- Kemps
Pineapple Cottage Cheese, Light Sour Cream, French Onion Dip, Southwestern Dip, Garlic Parmesan Dip- Upstate Niagara Coop
Sour Cream- Hermosa Farms
Plain Cream Cheese- Kraft Foods
Blue & Chive Cream Cheese- Franklin Foods
Vanilla Ice Cream, Vanilla Bean Ice Cream- Ashby's Sterling Ice Cream
French Vanilla Ice Cream- Gifford's Dairy
Zanzibar Chocolate Ice Cream- Chocolate Shoppe Ice Cream
Raspberry Sherbet- Cedar Crest Specialties
Open Class Ice Cream- Sassy Cow Creamery
Peanut Butter Chip Frozen Yogurt- Perry's Ice Cream
Sweet Whey Powder- Swiss Valley Farms
Deproteinized Whey Powder- Saputo Cheese
WPC 80%- Sorrento Lactalis
Whey Protein Isolate- Joseph Gallo Farms
Fitness Edge Mango Peach- Galloway Company
Non Fat Dried Milk- ConAgra Foods
Lollibons- Philip R's Frozen Desserts

How to Enter the Contest

Entering the World Dairy Expo Championship Dairy Product Contest is easy...

1: Mail your forms and fees

Fill out the official entry form for the World Dairy Expo Championship Dairy Product Contest. This form can be found on page 13. Fill out a separate entry form (the entry forms may be photocopied) for each submitted entry.

Each product entry must be accompanied by a \$50 entry fee. If a company submits more than one entry, the total number of entries must be multiplied by \$50 to determine the total entry payment (i.e. if four entries are submitted, there will be a total entry fee of \$200). **All checks should be made payable to Wisconsin Dairy Products Association.**

Special Bonus: For every 5 paid entries, you receive a 6th entry for free. For 10 paid entries, you receive your 11th and 12th entries for free. For 15 paid entries, you are entitled to three additional free entries.

Entry forms must be mailed in prior to the shipment of contest entries. All entry forms and entry fees must be received by July 23, 2012.

Submit entry forms and fees to: **Wisconsin Dairy Products Assn.
8383 Greenway Blvd.
Middleton, WI 53562
Phone 608-836-3336
Fax 608-836-3334**

2: Ship Your Entries

Each entry should be shipped in a separate box. **When shipping multiple products, please make every effort to keep similar products together with the appropriate entry form so that multiple product entries do not get mixed together in one shipping container.** All boxes must be securely sealed and shipped in a sanitary method. **Please do not use shipping peanuts or wet ice.** A separate shipping tag must be used for each box. The contest shipping tags (extra tags can be made by photocopying these tags) can be found in the back of this booklet. Fill out one tag and place it inside the shipping box. The other tag should be securely sealed on the outside of the box. **Overnight shipping is recommended!**

All entries must be shipped **PREPAID**. C.O.D. shipments will not be accepted. All entries must arrive between July 30-August 2.

Federal Express ships packages with dry ice

**CHEESE—BUTTER—YOGURT—
COTTAGE CHEESE—FLUID MILK—DAIRY
BASED DIPS—WHIPPING CREAM—SOUR
CREAM—**

Entries ship to:

**Midwest Refrigerated Services
Attn: Jim Zantow
4704 Terminal Dr.
McFarland, WI 53558
608/838-5550**

**ICE CREAM—SHERBET—
WHEY PRODUCTS—NONFAT DRY
MILK—INNOVATIVE TECHNOLOGIES**

Entries ship to:

**UW Babcock Hall
Attn: Bob Bradley
1605 Linden Dr.
Madison, WI 53706
608/263-2007**

Important Contest Dates

July 23, 2012	Contest entry forms and fees are due.
July 30- August 2, 2012	All contest entries (except ice cream, sherbet, whey products, nonfat dry milk and innovative technologies) must be shipped to Midwest Refrigerated Services Warehouse. Ice cream, sherbet, whey products, nonfat dry milk and innovative technologies entries must be shipped to Babcock Hall.
August 7, 2012	Judging Day for cheese & butter.
August 8, 2012	Judging Day for yogurt, cottage cheese, fluid milk, dairy based dips, whipping cream, and other Grade A products.
August 9, 2012	Judging Day for ice cream, sherbet, whey products, nonfat dry milk and creative innovative technologies.
October 2, 2012	World Dairy Expo Championship Dairy Product Contest Auction.

How to Select Samples for Contest Submissions

- Select your submission(s) by using an in-house team with sensitive tastes to evaluate each product.
- Examine the product(s) for blemishes, extraneous debris, rough surface, loose wrapper, skewed wrapper, soiled container, etc.
- Pick the freshest products possible, i.e. butter directly after packaging, cottage cheese and milk immediately after filling, cheeses- plug an adjacent block from the same position in a 640# or from the same lot of 40#.
- Ship properly depending on product.
- Championship products and winners deliver big rewards— ask your fellow submitters who have been there!

General Contest Entry Rules for ALL Product Categories

Specific rules for each product category are listed on subsequent pages

Entry Rules

- **All contest entries will be submitted by a company/m manufacturer, not by individuals.**
- There are no restrictions on the number of entries a company/m manufacturer may submit, i.e. a company may wish to submit three entries for cheese class #101, two entries for cheese class #107, three entries for butter class #201, two entries for yogurt class #312, one entry for cottage cheese class #318, etc.
- A company/m manufacturer with multiple plant locations may ship as many entries as they wish from each separate plant location.
- Contest entries can be submitted by any cheese, butter, yogurt, ice cream, sour cream, whey, cottage cheese, fluid milk, buttermilk, sherbet, dairy based dips and cream manufacturing plant in the United States and Canada.
- **A separate entry form and entry fee for each submitted sample must be received by Wisconsin Dairy Products Association no later than July 23, 2012.**
- **Samples must be received by August 2, 2012 or it cannot be guaranteed they will be judged.**
- It is strongly encouraged to put all Grade A product entries into generic containers to discourage brand name bias.

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Contest Rules

- ▶ All products entered must conform to their respective standards of identity.
- ▶ The final judging results listing the top 3 winners for each class will be posted on the Wisconsin Dairy Products Assns' website—www.wdpa.net—after the judging is completed.
- ▶ For all contest categories, the contest's head judge reserves the right to move product that appears to be misclassified into the appropriate product class.
- ▶ All product entries will become the property of Wisconsin Dairy Products Association and will be used for educational, promotional, charitable and miscellaneous purposes.

Cheese Classes

- Class 101 **Cheddar** (aged 30 to 179 days. Made between 2/26/12 and 7/26/12)
- Class 102 **Sharp Cheddar** (aged 180 to 730 days. Made between 8/26/10 and 2/26/12)
- Class 103 **Aged Cheddar** (aged 2 years or more. Made before 8/26/10)
- Class 104 **Colby, Monterey Jack** (includes Colby/Jack blends)
- Class 105 **Swiss Styles** (Swiss and Baby Swiss cheeses)
- Class 106 **Brick, Muenster**
- Class 107 **Mozzarella**
- Class 108 **Fresh Mozzarella**
- Class 109 **String Cheese**
- Class 110 **Provolone** (includes Smoked Provolone)
- Class 111 **Blue Veined Cheeses** (e.g., Blue, Gorgonzola, Stilton)
- Class 112 **Flavored Natural Cheeses**
- Class 113 **Cold Pack Cheese, Cheese Food, Cheese Spread** (flavored or unflavored)
- Class 114 **Reduced Fat** (flavored or unflavored; minimum 33% reduction in fat serving; maximum 33% increase in moisture compared to the standard cheese)
- Class 115 **Feta**
- Class 116 **Open Class Soft Cheese** (natural, flavored and unflavored cheese with 51% or higher moisture. For example, Ricotta, Mascarpone and Teleme)
- Class 117 **Open Class Semi-Soft Cheeses** (natural, flavored and unflavored cheese with 40% to 50% moisture. For example, Fontina, Farmers, Bel Paese, Quesos)
- Class 118 **Open Class Hard Cheeses** (natural, flavored and unflavored cheeses with 39% moisture or less. For example, Parmesan, Romano, Asiago)
- Class 119 **Unflavored Pasteurized Process Cheese** (loaf entries must be unsliced)
- Class 120 **Flavored Pasteurized Process Cheese** (loaf entries must be unsliced)
- Class 121 **Latin American Cheese** (for example, Queso Quesadilla, Queso Blanco, Queso Fresco, Cojita, etc.)
- Class 122 **Mixed Milk Cheese** (blended cow milk)
- Class 123 **Goat Milk Cheese**
- Class 124 **Sheep Milk Cheese**
- Class 125 **Plain Cream Cheese**

(Continued on next page)

Cheese Classes Continued

Class 126 **Flavored Cream Cheese**

Class 127 **Open Class Cheese** (for any cheese product that doesn't fit under one of the above classes)

Cheese Entries

- ➔ Cheese samples are judged by deducting points, based on observed defects, from a 100 point scale.
- ➔ A class receiving less than six entries may be eliminated, with those entries being moved to an open class.
- ➔ Each entry must be in its original form as hooped. Cheeses cannot be cut or sampled with a trier. Exceptions are as follows:
 - 40 lb. blocks cut from 640 lb. blocks will be allowed
 - Cheeses cut during manufacturing, such as feta in brine or Swiss block, will be allowed
 - Swiss cheeses may have one trier hole
- ➔ **Each cheese contest entry must consist of a minimum of 10 lbs. of product**
- ➔ **Each cream cheese entry must consist of a minimum of 1 lb.**
- ➔ **To ensure proper representation of your award-winning product, winning companies for the following classes will be asked to ship fresh product to the winning bidders after the October 2 auction: 107, 108, 109, 110, 113, 114, 115, 116, 117, 119, 120, 121, 122, 123, 124, 125, 126 and 127.**



← 2011 Cheese Judges Matt Zimbric and Gina Mode evaluating cheese entries

2011 Head Judge Marianne Smukowski, Senior Associate Head Judge Dr. Robert Bradley and Assistant Head Judge Greg Kinate displaying the Cheese and Butter Grand Champion—Gouda from Babcock Hall Dairy Plant



Butter Classes

Class 201	Salted Butter (creamery butter, salted, minimum 80% milkfat. May include added cultures (starter or starter distillate) as allowed in 58 CFR 330, 331)
Class 202	Unsalted Butter (creamery butter, unsalted, minimum 80% milkfat)
Class 203	Cultured Butter
Class 204	Flavored Butter (salted or unsalted, minimum 80% milkfat)
Class 205	Non-Bovine Cream Butter (salted or unsalted)
Class 206	Open Class Butter (for any type of butter that doesn't fit in one of the above classes)

Butter Entries

- All entries are creamery butter and must contain at least 80% milkfat.
- Butter samples are judged by deducting points, based on observed defects, from a 100 point scale.
- **Each butter contest entry must consist of a minimum of 10 lbs. of product**

Fluid Milk Classes

Class 301	White Milk (2% only)
Class 302	Whole Chocolate Milk
Class 303	Lowfat Chocolate Milk (1-2%)
Class 304	Fat Free Chocolate Milk
Class 305	Cultured Milk
Class 306	UHT Milk
Class 307	Open Class Pasteurized Milk (for any type of milk that doesn't fit in one of the above classes)
Class 308	Half & Half

Fluid Milk Entries

- Fluid milk samples are judged by awarding points from a 100 point scale for flavor, container and seal and deducting points for various defects.
- Each entry must consist of a minimum of 2 half-gallons.
- Only 2% milk is allowed in the white milk class.
- Any fat level is acceptable in the cultured milk class.

Cream Classes

- Class 309 **Whipping Cream and Heavy Whipping Cream**
(minimum of 30% milkfat)
- Class 310 **Crème Fraiche**

Cream Entries

- Cream samples are judged by awarding points from a 100 point scale for flavor, body and texture, appearance and color, packaging and deducting points for various defects.
- Each entry must consist of a minimum two quarts, no aerosol containers.
- Entries must contain a minimum of 30% milkfat.
- This class does not include pre-whipped cream.

Yogurt Classes

- Class 311 **Greek Yogurt** (any flavor, fat level or sweetener source)
- Class 312 **Strawberry Yogurt** (any form of sweetener source and fat level allowed)
- Class 313 **Blueberry Yogurt** (any form of sweetener source and fat level allowed)
- Class 314 **Open Flavor Class** (any flavor, fat level or sweetener source)
- Class 315 **Drinkable Yogurts– Strawberry**
- Class 316 **Drinkable Yogurts– Strawberry Banana**
- Class 317 **Open Class Drinkable Yogurts** (any other flavor)

Yogurt Entries

- There are 4 separate yogurt classes and 3 drinkable yogurt classes.
- Yogurt samples are judged by awarding points from a 100 point scale for flavor, body and texture, appearance and color and deducting points for various defects.
- Each entry must consist of a minimum of 100 ounces of product; i.e., 1-2 cases of 6-8 oz. containers, except for drinkable yogurts which must consist of a minimum of six 8 oz. containers or the equivalent.
- Each entry may contain any type of sweetener source.
- There are no restrictions on the fat level for entries.
- To ensure proper representation of your award-winning product, winning companies in these classes will be asked to ship fresh product to the winning bidders after the October 2 auction.

Cottage Cheese Class

Class 318	Regular Cottage Cheese (4 % fat level)
Class 319	Lowfat Cottage Cheese (1-2% fat level)
Class 320	No fat Cottage Cheese (0% fat level)
Class 321	Flavored Cottage Cheese (any fat level)

Cottage Cheese Entries

- Cottage cheese samples are judged by awarding points from a 100 point scale for flavor, body and texture, appearance and color, packaging and deducting points for various defects.
- Each entry must consist of a minimum of four 24 oz. containers.
- Any curd size is acceptable.
- To ensure proper representation of your award-winning product, winning companies in these classes will be asked to ship fresh product to the winning bidders after the October 2 auction.

Dairy Based Dips Class

Class 322	Sour Cream (minimum 18% fat level)
Class 323	Lowfat Sour Cream (9% fat or less)
Class 324	Sour Cream Based Dips– Onion (French, Bermuda, etc.)
Class 325	Sour Cream Based Dips– Southwest (Jalapeno, Bison, etc.)
Class 326	Sour Cream Based Dips– Ranch
Class 327	Open Sour Cream Based Dips Class (any other flavor)

Dairy Based Dips Entries

- Sour cream samples are judged by awarding points from a 100 point scale for flavor, body and texture, appearance and color, packaging and deducting points for various defects.
- Each sour cream and sour cream based dip entry must consist of a minimum of four 16 oz. containers or equivalent.
- To ensure proper representation of your award-winning product, winning companies in these classes will be asked to ship fresh product to the winning bidders after the October 2 auction.

Ice Cream, Sherbet & Frozen Yogurt Classes

- Class 401 **Regular Vanilla Ice Cream** (any fat level is acceptable)
- Class 402 **French Vanilla Ice Cream**
- Class 403 **Philly Vanilla Ice Cream** (made with vanilla bean seeds)
- Class 404 **Regular Chocolate Ice Cream** (any fat level is acceptable)
- Class 405 **Dark Chocolate Ice Cream**
- Class 406 **Belgian Chocolate Ice Cream**
- Class 407 **Open Class Sherbet** (any flavor, any fat level)
- Class 408 **Open Class Ice Cream** (for any products which do not fit in the above classes)
- Class 409 **Frozen Yogurt** (any flavor and fat level acceptable)

Ice Cream, Sherbet & Frozen Yogurt Entries

- ➔ Ice cream and sherbet samples are judged by awarding points from a 100 point scale for flavor, body and texture, color and appearance, melting quality and bacteria and deducting points for various defects.
- ➔ Each entry must consist of a minimum of one 1-gallon container or minimum of three 48 oz. containers.
- ➔ Any fat level is acceptable.
- ➔ Sherbet and ice cream entries must comply with federal compositional standards.
- ➔ The product must be shipped frozen on dry ice (Federal Express ships packages with dry ice).
- ➔ **To ensure proper representation of your award-winning product, winning companies in these classes will be asked to ship fresh product (3-gallon container) to the winning bidders after the October 2 auction.**

2011 Grade A Judges
Gary Pieper and Terry Fairfield



Whey Products Class

Class 501	Whey (demineralized whey)
Class 502	Whey Permeate (high lactose whey)
Class 503	Whey Protein Concentrate —34% Protein
Class 504	Whey Protein Concentrate —80% Protein
Class 505	Whey Protein Isolates
Class 506	Hydrolized Whey Proteins
Class 507	Whey Based Sports/Energy Drinks

Whey Products Entries

- Each entry must consist of a minimum of 1/2 lb. container, except for whey based sports/energy drinks which must be a minimum of six 8 oz. containers or the equivalent.
- Each whey entry must be shipped in laminated paper/plastic bags or in screwcap plastic containers.
- Only flavor and color will be judged.
- All whey entries will be judged utilizing uniform concentration and source of water.

Dried Products Class

Class 508	Nonfat Dried Milk
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- Each entry must consist of a minimum of 1/2 lb. container.
- Each entry must be shipped in laminated paper/plastic bags or in screwcap plastic containers.

Creative & Innovative Technologies

Class 600	Open Class for Creative & Innovative Products
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Creative & Innovative Technologies Entries

- This is a totally open category for highlighting creative uses of dairy products. Any product not listed under any other category should be submitted under this category. *Some examples are smoothies, probiotic products, dairy based beverages, puddings and desserts, novelty cheese products, frappuccinos, calcium-fortified products, liqueurs, cheesecakes, etc.* The product can be for retail or non-commercial use.
- The submitted product must contain a minimum of 25% dairy.
- Each entry must consist of a minimum of six 16 oz. containers or equivalent volume or weight.

Contest Entry Form

The official entry form for the 2012 World Dairy Expo Championship Dairy Product Contest is below. *A separate entry form (photocopies can be made from this one) must be used for each entry.*

Each submitted entry form must include payment, \$50 per entry, made payable to Wisconsin Dairy Products Association.

All paid entry forms must be received no later than July 23, 2012

Wisconsin Dairy Products Assn.
8383 Greenway Blvd
Middleton, WI 53562
608.836.3336



Fax 608.836.3334 *Forms may be faxed or emailed*
info@wdpa.net

Contest Shipping Tags

Shipping tags for contest entries can be found on the preceding pages. Both tags should be completely filled out. The top tag must be placed inside the shipping box and the bottom tag must be securely adhered to the outside of the box.

Each contest entry should be shipped in a separate box (please photocopy these tags to be used on additional boxes).

Contest entries must arrive between July 30-August 2

SHIP CHEESE-BUTTER-
YOGURT-COTTAGE-
CHEESE-FLUID MILK-
SOUR CREAM-SOUR
CREAM DIPS-
WHIPPING CREAM TO:

Midwest Refrigerated
Services
4704 Terminal Dr
Attn: Jim Zantow
McFarland, WI 53558
608/838-5550

SHIP
ICE CREAM—
SHERBET—WHEY —
NONFAT DRY MLK—
CREATIVE
INNOVATIVE TO:
UW Babcock Hall
Attn: Bob Bradley
1605 Linden Dr
Madison, WI 53706
608/263-2007

Shipments with freight charges due will not be accepted.

All inquiries should be directed to WDPA at info@wdpa.net or 608/836.3336

2012 World Dairy Expo Championship Dairy Product Contest Entry Form

Class # _____ Description of Entry _____

Total Weight of Entry _____ Number of Pieces in the Entry _____

Company Name _____

Street Address _____

City _____ State _____ ZIP _____

Key Contact Person _____

Phone _____ Email _____

Payment information:

check enclosed (make payable to Wisconsin Dairy Products Assn.)

Visa MasterCard Total Amount \$ _____

Card No: _____ Expiration Date _____

Name (as it appears on card): _____

Signature _____

**USE THESE TAGS FOR
CHEESE—BUTTER—FLUID MILK—CREAM—
YOGURT— COTTAGE CHEESE—DAIRY BASED DIPS**

**Place This Tag Inside
the Shipping Box**



Class # _____ Description of Entry _____

Total Weight of Entry _____ Number of Pieces in the Entry _____

Company Name _____

Contact Person _____

Street Address _____

City _____ State _____ ZIP _____

Phone _____ Email _____

**Adhere This Tag to the
Outside of the Shipping Box**



PERISHABLE—REFRIGERATE

Send Prepaid...Keep from Heat

**TO: Midwest Refrigerated Services
Attn: Jim Zantow
4704 Terminal Dr
McFarland, WI 53558
608-838-5550**

Class # _____ Description of Entry _____

Company Name _____

Contact Person _____

Street Address _____

City _____ State _____ ZIP _____

**Federal Express ships packages with dry ice
DO NOT USE SHIPPING PEANUTS OR WET ICE**

**USE THESE TAGS FOR
ICE CREAM—SHERBET—WHEY PRODUCTS—
NONFAT DRIED MILK—CREATIVE & INNOVATIVE**



**Place This Tag Inside
the Shipping Box**



Class # _____ Description of Entry _____

Total Weight of Entry _____ Number of Pieces in the Entry _____

Company Name _____

Contact Person _____

Street Address _____

City _____ State _____ ZIP _____

Phone _____ Email _____



**Adhere This Tag to the
Outside of the Shipping Box**



PERISHABLE—REFRIGERATE

DO NOT use shipping peanuts or wet ice

Send Prepaid...Keep from Heat

**TO: UW Babcock Hall
Attn: Bob Bradley
1605 Linden Dr.
Madison, WI 53706
608/263-2007**

Class # _____ Description of Entry _____

Company Name _____

Contact Person _____

Street Address _____

City _____ State _____ ZIP _____

**Federal Express ships packages with dry ice
DO NOT USE SHIPPING PEANUTS OR WET ICE**



AUCTION

Tuesday, October 2, 2012
 5:00 pm
 World Dairy Expo
 Madison, WI

- ◆ All product category winners will receive a beautiful brass trophy on stage that evening
- ◆ All product category winners (except fluid milk classes, whipping cream, nonfat dry milk and whey products) will be auctioned off
- ◆ 2nd & 3rd place medallions and ribbons will be displayed and the winners will be recognized



3 Grand Champion Trophies





























- 1—Cheese & Butter Grand Champion
- 1—Grade A Grand Champion
- 1—Ice Cream Grand Champion



78—1st Place Trophies

- One first place winner in each category

2011 Auction Winning Bidders

<p>White Sharp Cheddar</p> 	<p>Brick</p> 	<p>Mozzarella, Mild Provolone, Reduced Fat Provolone & Fresh Mozzarella</p> 
<p>Montforte Gorgonzola</p> 	<p>Regular & Philly Vanilla Ice Cream</p> 	<p>Baby Swiss Wheel</p>  <p>Great Northern Corporation</p>
<p>Prosciutto & Mozzarella Roll</p> 	<p>Regular, Lowfat, No Fat & Pineapple Cottage Cheese</p> 	<p>Swiss Almond Cold Pack</p> 
<p>Salted, Unsalted & Open Class Butter</p> 	<p>Panela, Pastoral Blend & Cranberry Cinnamon Goat</p> 	<p>French Vanilla & Open Class Ice Cream & Frozen Yogurt</p> 
<p>Strawberry, Blueberry & Strawberry Rhubarb Yogurt & Mango Drinkable Yogurt</p>  <p>Wisconsin Aging & Grading Cheese Incorporated</p>	<p>Light Sour Cream, French Onion Dip, Southwestern Chipotle Dip & Garlic Parmesan Dip</p> 	<p>Mascarpone</p> 
<p>Colby Jack</p> 	<p>Sour Cream & Ranch Dip</p> 	<p>Feta</p> 
<p>String Cheese & Cajun Cheddar Curds</p> 	<p>American Pasteurized Process & American Cheese w/Jalapeno</p> 	<p>Aged Cheddar</p> 
<p>Philadelphia Cream Cheese & Salsa Cream Cheese</p> 	<p>Zanzibar Chocolate Ice Cream & Raspberry Sherbet</p> 	<p>SarVecchio Parmesan Wheel</p> 
<p>Cheddar</p> 	<p>Fitness Drink- Mango Peach & Lollibons</p> 	<p>Regular Chocolate Ice Cream</p> 
<p>Gouda</p> 		

2011 Contest Sponsors

SILVER SPONSORS



Grand Champion
Grade A & Ice Cream Trophy

Exclusive Sponsor of
ALL Whey Trophies

Grand Champion
Cheese & Butter Trophy



Cold Pack Cheese Trophy
Cheddar Trophy

Provolone Trophy
Drinkable Yogurt Trophy

Blue Veined Cheese Trophy
Open Class Cheese Trophy



Aged Cheddar Trophy

Sharp Cheddar Trophy



French Vanilla Ice
Cream Trophy
Philly Vanilla Ice Cream
Trophy

Flavored Cream Cheese
Trophy
Feta Trophy
Flavored Natural Cheese
Trophy

Mozzarella Trophy
Dark Chocolate Ice
Cream Trophy
Vanilla Ice Cream Trophy



Swiss Trophy
Open Class Hard Trophy

Sour Cream Trophy
Brick Trophy



2012 Contest Sponsorship

SPONSORSHIP FORM

I wish to sponsor the following...

- Platinum Sponsor.....\$5000 _____
- Gold Sponsor.....\$4000 _____
- Silver Sponsor.....\$3000 _____
- Bronze Sponsor.....\$2000 _____
- Individual Trophies.....\$ 350 ea. _____

Total: _____

Individual trophies @ \$350 per trophy– Bonus: Sponsoring company names are printed on gold seals which are affixed to the sponsored trophy.

Indicate which category(ies) you wish to sponsor: _____

Name

Company

Address

City

ST

Zip

Phone

Email

Method of Payment

- Check made payable to Wisconsin Dairy Products Assn
- Visa
- MasterCard

Credit Card #

Exp. date

Signature

Billing Address

City

ST

Zip



Please send payment along with this form to:

8383 Greenway Blvd. #130
Middleton, WI 53562
608.836.3336

Fax: 608/836-3334
Email: info@wdpa.net
www.wdpa.net

*You are cordially invited to be our guest at the
2012 World Dairy Expo
Championship Dairy Product Auction*

Date: Tuesday, October 2

Time: 5:00 p.m.

Place: Alliant Energy Center

Monona/Wingra Rooms (2nd floor)
World Dairy Expo
1919 Alliant Energy Center Way
Madison, WI 53713

Please RSVP to
Wisconsin Dairy Products Assn.
by Thursday, September 27
608/836-3336
Email: info@wdpa.net

Support the Industry that Supports YOU!

This auction will provide companies with an unprecedented opportunity to bid on championship dairy product entries, many of which have never before been involved in national contests. Support the dairy industry by attending and bidding at this one-of-a-kind dairy event.

Companies Participating in Previous Contests

Agri-Mark	Great Lakes Cheese	North Hendren
Allegheny Valley Dairy	Guer's Dairy	O-AT-KA Milk Products
Ameri-Dairy Brands	Guggisberg Cheese	Oberweis Dairy
AMPI	Guggisberg-Deutsch Kase	Old Europe Cheese
Arla Foods	Hall's Ice Cream	Old Home Foods
Arthur Schuman	Hansen's Farm Fresh	Organic Farm Marketing
Ashby's Sterling Ice Cream	Heluva Good Foods	Organic Valley
Ashe County Cheese	Hermosa Farms	Palatine Valley Dairy
Babcock Hall Dairy Plant	Hiland Dairy	Pasture Pride Cheese
Bella Luna Farm	Hilmar Ingredients	Perry's Ice Cream
Bongards Creameries	Hoffman's Ice Cream	Philip R's Frozen Deserts
Bridgeman's	Holland's Family Cheese	Pine River PrePack
Brookshire Grocery Co.	Homer's Ice Cream	Pineland Farms Creamery
Broughton Foods	Hot Licks Ice Cream	Point Reyes Farmstead Cheese
Brown's Dairy	Jason Weiebe Dairy	Polly-O-Dairy
Burbach's Countryside Dairy	Jerome Cheese Co.	Prairie Farms
Burnett Dairy	Jilbert Dairy	Proliant Dairy Ingredients
Cabot Creamery	Joseph Gallo Farms	Purity Dairies
Cass Clay Creamery	Kate's Homeade Butter	Rising Sun Farms
Cedar Crest Ice Cream	Keller's Creamery	Rogue Creamery
Century Foods	Kelley Country Creamery	Roundy's Supermarkets
Cesar's Cheese	Kemps	Rumiano Cheese Co.
Chalet Cheese/Deppeler Factory	Kolb Lena Cheese	Rutter's Dairy
Chocolate Shoppe Ice Cream	Kraft Foods	Salemville Cheese
Churny Co.	Lake Norden Cheese	Saputo Cheese USA
ConAgra Foods	Lamer's Dairy	Sartori Foods
Country Delite Farms	Land O'Lakes	Sassy Cow Creamery
Country Fresh	LeSeur Cheese	Schenkel's Dairy
Crave Brothers Farmstead	Lizzy's Ice Cream	Schneider Dairy
Daisy Brand	Local Folks Food	Schreiber Foods
Dari Concepts	Louis Trauth Dairy	Seymour Dairy Products
Dairy Best	Ludwig Farmstead Cheese	Shatto Milk Company
Darifair	Maggie Moo Ice Cream	Smith Brothers Farms
Darigold	Maple Grove Cheese	Smith Dairy Products
DCI Cheese Co.	Maple Leaf Cheese	Spice It UP
Dean Foods	Maplebrook Farm	Sorrento Lactalis
DFA	Marble Slab Creamery	South Dakota State University
Don Francisco Cheese	Marburger Farm Dairy	Stewarts
Edelweiss Creamery	Marquez Brothers International	Swiss Valley Farms
Emmi-Roth Kase USA	McCadan Cheese	Thiel Cheese & Ingredients
Empire Cheese	McClelland's Dairy	Three Twins Ice Cream
Emrich Family Creamery	Meadow Gold Dairy	Thrifty Ice Cream
Fair Oaks Dairy	Meister Cheese	Titusville Dairy Products
Farmland Dairies	Meyenberg Goat Milk	Traders Point Creamery
Fierro Cheese	Miceli Dairy Products	Trega Foods
Figi's	Michigan Milk Producers Assn.	Tropical Cheese Industries
Finica Food Specialties	Mill Creek Cheese	Tumalo Farms
Fireman's Fabulous Ice Cream	Millborne Farm	Turner Dairy Farms
Foremost Farms USA	Minerva Dairy	Umpqua Dairy Products
Formaggio Italian Cheese	Montena Taranto Foods	Upstate Niagara Coop
Franklin Foods	Moo Cheeses	Valley Queen Cheese
Friendly Ice Cream	Moomers Ice Cream	Vermont Farmstead Cheese
Galloway Company	Mooville Creamery	Westby Coop Creamery
Gifford's Dairy	Morningstar Foods	Wilcox Farms
Gingerbread Jersey Cheese	Mt. Sterling Coop Creamery	Williams Cheese Company
Graf Creamery	Muscoda Protein Products	Winder Farms
Grafton Village Cheese	Natural Dairy Products	Wisconsin Cheese Group
Grass Point Farms	Noosa Yoghurt	Woolwich Dairy USA
Grassland Dairy Products	Nordic Creamery	Yancy's Fancy



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