

## ENTRY INFORMATION



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

### 69 Contest Classes

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

**2014 Ice Cream Grand Champion  
Gifford's Dairy, Skowhegan, ME**



**2014 Grade A Grand Champion  
Westby Cooperative Creamery, Westby, WI**



**Bonus Feature**

- **Online Registration:** In 2015 companies can enter the contest online by going to [www.wdpa.net](http://www.wdpa.net) and following the contest link. Companies may also continue sending their registrations in via email, mail, or fax.
- **Contest Scholarships:** As a result of this contest, the Wisconsin Dairy Products Assn. (WDPA) annually funds two, \$2,000 scholarships for students preparing for careers in the dairy industry. WDPA also funds a \$2,000 culinary arts scholarship and donates \$2,500 to the National Collegiate Judging Contest which trains college students the art of evaluating dairy products.

## **World Dairy Expo Championship Dairy Product Contest Exceeds 1,000 Product Entries**

- ▶ Last year, the World Dairy Expo Championship Contest received 1,080 product entries!! To reach this milestone in just twelve years is an unprecedented accomplishment. This phenomenal growth is a direct result of the tremendous interest the entire dairy industry has in this contest.
- ▶ The Championship Dairy Product Contest is completely unique, being the only one of its kind to include all dairy products. Dairy manufacturers in North America, as well as internationally, are enthusiastically embracing this exciting competition. It's the only all-encompassing contest which offers judging classes for a wide variety of cheese, butter, ice cream, whey and Grade A dairy products.

### **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".
- ▶ 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)

# 2014 CONTEST WINNERS

**Grand Champion  
Cheese & Butter**  
Roth Grand CRV Reserve  
Emmi Roth

**Grand Champion  
Grade A Products**  
Cultured French Onion Dip  
Westby Coop Creamery

**Grand Champion  
Ice Cream**  
Chocolate Ice Cream  
Gifford's Dairy

Alouette Flame Roasted Red Pepper Cream Cheese & Alouette Brie - <b>Alouette Cheese USA</b>	Aged Cheddar & Sharp Cheddar - <b>Land O'Lakes</b>
Cheddar, Past Process American Swiss Cheese Slices, Past Process Hot Pepper Cheese Food - <b>AMPI</b>	Ciliegine - <b>Lioni Lattaicini, Inc.</b>
Dried Sweet Whey - <b>AMPI (Jim Falls)</b>	Mascarpone - <b>Miceli Dairy Products</b>
Montforte Gorgonzola - <b>Arthur Schuman Inc.</b>	Unsalted Butter - <b>Michigan Milk Producers Association</b>
Gouda - <b>Babcock Hall Dairy Plant</b>	Open Class Sherbet - <b>Midwest Ice Cream</b>
Honey Almond Granola Frozen Yogurt - <b>Brookshire Grocery Company</b>	Brick Cheese & Caraway Brick - <b>Mill Creek Cheese</b>
Agri-Mark Non Fat Dried Milk - <b>Cabot Creamery Cooperative</b>	Heavy Whip w/ Powder - <b>Muller Pinehurst</b>
Co Jack - <b>Cady Cheese LLC</b>	Noosa Coconut Yogurt - <b>Noose Finest Yoghurt</b>
Zanzibar Chocolate Ice Cream - <b>Cedar Crest Specialties</b>	Fat Free Chocolate Milk - <b>Oakhurst Dairy</b>
Swiss Cheese - <b>Chalet Cheese</b>	Organic Milk Protein Shake - Vanilla Fuel & Organic Milk Protein Shake - Chocolate Fuel - <b>Organic Valley</b>
4% Small Curd Cottage Cheese, 2 % Lowfat Cottage Cheese & Sour Cream - <b>Dean Foods</b>	Chunky Bleu Cold Pack Cheese Food - <b>Pine Rive Pre-Pack</b>
Burrata Alla Panna - <b>Di Stefano Cheese</b>	Lowfat Chocolate Milk 2%, QT Ultra Past 2%, Whipping Cream, Strawberry Yogurt, Blueberry Yogurt, Open Class Cottage Cheese No Fat, Jalapeno Dip, Bacon Cheddar Dip - <b>Prairie Farms Dairy</b>
Vanilla Ice Cream, French Vanilla Ice Cream & Vanilla Bean Ice Cream - <b>Gifford's Ice Cream</b>	Whey Protein Concentrate 34% & WPC 80% Instant- <b>Saputo Cheese USA</b>
Jalapeno Cheese & Soursop Ice Cream - <b>Hato Patero Farm, Inc.</b>	White Milk - <b>Sassy Cow Creamery</b>
Mango Drinkable Yogurt & Ranch Dip - <b>Hiland Dairy</b>	FOB Pineapple Greek Yogurt - <b>Schreiber Foods</b>
Hillsboro Salted Butter - <b>Hillsboro River Dairy</b>	Reduced Fat Peanut Butter N' Chocolate Milk - <b>Top O'The Morn Farms</b>
Provolone - <b>Joseph Gallo Farms</b>	Cultured Milk & Half and Half - <b>Turner Dairy Farms Inc.</b>
Salted Whipped Butter - <b>Kellers Creamery (DFA)</b>	Wild Blueberry Vanilla Chevreai - <b>Woolwich Dairy USA, Inc.</b>
Natures Touch Whole Regular Chocolate Milk - <b>Kwik Trip</b>	
Reduced Fat Mozzarella & Whey Permeate Powder - <b>Lactalis American Group</b>	

## How to Enter the Contest

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

### 1: Submit 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.

A \$55 entry fee is required for each product entry. If a company submits more than one entry, the total number of entries must be multiplied by \$55 to determine the total entry payment (i.e. if four entries are submitted, there will be a total entry fee of \$220). ***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 17, 2015.***

Submit entry forms and fees to:

Or go to [www.wdpa.net](http://www.wdpa.net) to register online.

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. If you use wet ice, make sure to double bag and seal tightly to avoid leakage.** 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 August 10 - 14, 2015.

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—GELATO  
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**

<b>July 17, 2015</b>	Contest entry forms and fees are due.
<b>August 10-14, 2015</b>	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, gelato, sherbet, whey products, nonfat dry milk and innovative technologies entries must be shipped to Babcock Hall.
<b>August 18, 2015</b>	Judging Day for cheese & butter.
<b>August 19, 2015</b>	Judging Day for yogurt, cottage cheese, fluid milk, dairy based dips, whipping cream, and other Grade A products.
<b>August 20, 2015</b>	Judging Day for ice cream, sherbet, gelato, whey products, nonfat dry milk and creative innovative technologies.
<b>September 29, 2015</b>	World Dairy Expo Championship Dairy Product Contest Auction.

## **How to Select Samples for Contest Submissions**

- Select your submissions by using an in-house team with sensitive tastes to evaluate each product.
- Examine the products 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/manufacturer. A company/manufacturer with multiple plant locations may ship as many entries as they wish from each separate plant location.
- There are no restrictions on the number of entries a company/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.
- Contest entries can be submitted by any cheese, butter, yogurt, ice cream, gelato, sour cream, whey, cottage cheese, fluid milk, buttermilk, sherbet, dairy based dips and cream manufacturing plant in North America. International processors are also eligible to enter the contest.
- **A separate entry form and entry fee for each submitted sample must be received by Wisconsin Dairy Products Association no later than July 17, 2015.**
- **Contest entries must be received by August 14, 2015. Entries arriving after that date will not be judged and entry fees will be forfeited. Refunds will not be issued.**
- For international entries: please be aware of possible customs delays and ship accordingly in order for products to arrive during the shipping week.
- It is encouraged to put all Grade A and Ice Cream product entries into generic containers to discourage brand name bias.
- All 1st place class winners are eligible for the Grand Champion judging.
- All products entered must conform to their respective standards of identity.
- The final judging results listing the top 3 winners of each class will be posted on the Wisconsin Dairy Products Association's website - [www.wdpa.net](http://www.wdpa.net) - after the judging is completed. No other scores will be made public. Only the companies who entered products will receive their own individual scores via email.
- 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 or products may be moved to another class if there are less than 6 entries for a particular class.
- All product entries will become the property of Wisconsin Dairy Products Association and will be used for educational, promotional, charitable and miscellaneous purposes.
- **All contest questions should be directed to the Wisconsin Dairy Products Association ([info@wdpa.net](mailto:info@wdpa.net) or 608/836.3336)**

## Cheese Classes

Class 101	<b>Cheddar</b> (aged 30 to 179 days. Made between 2/19/15 and 7/19/15).
Class 102	<b>Sharp Cheddar</b> (aged 180 to 730 days. Made between 8/19/13 - 2/19/15).
Class 103	<b>Aged Cheddar</b> (aged 2 years or more. Made before 8/19/13).
Class 104	<b>Colby, Monterey Jack</b> (includes Colby/Jack blends)
Class 105	<b>Swiss Styles</b> (Swiss and Baby Swiss cheeses)
Class 106	<b>Brick, Muenster</b>
Class 107	<b>Mozzarella</b>
Class 108	<b>Fresh Mozzarella</b>
Class 109	<b>String Cheese</b>
Class 110	<b>Provolone</b> (includes Smoked Provolone)
Class 111	<b>Blue Veined Cheeses</b> (e.g., Blue, Gorgonzola, Stilton)
Class 112	<b>Flavored Natural Cheeses</b>
Class 113	<b>Cold Pack Cheese, Cheese Food, Cheese Spread</b> (flavored or unflavored)
Class 114	<b>Reduced Fat</b> (flavored or unflavored; minimum 33% reduction in fat serving; maximum 33% increase in moisture compared to the standard cheese)
Class 115	<b>Open Class Soft Cheese</b> (natural, flavored and unflavored cheese with 51% or higher moisture. For example, Ricotta, Mascarpone and Teleme)
Class 116	<b>Open Class Semi-Soft Cheeses</b> (natural, flavored and unflavored cheese with 40% to 50% moisture. For example, Fontina, Farmers, Bel Paese, Quesos)
Class 117	<b>Open Class Hard Cheeses</b> (natural, flavored and unflavored cheeses with 39% moisture or less. For example, Parmesan, Romano, Asiago)
Class 118	<b>Unflavored Pasteurized Process Cheese</b> (loaf entries must be unsliced)
Class 119	<b>Flavored Pasteurized Process Cheese</b> (loaf entries must be unsliced)
Class 120	<b>Latin American Cheese</b> (for example, Queso Quesadilla, Queso Blanco, Queso Fresco, Cojita, etc.)
Class 121	<b>Mixed Milk Cheese</b> (blended cow milk)
Class 122	<b>Goat Milk Cheese</b>
Class 123	<b>Plain Cream Cheese</b>
Class 124	<b>Flavored Cream Cheese</b>
Class 125	<b>Open Class Cheese</b> (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 September 29 auction: 107, 108, 109, 110, 113, 114, 116, 117, 119, 120, 121, 122, 123, 124 and 125.**



2014 Cheese and Butter  
Grand Champion  
Emmi Roth

## Butter Classes

Class 201	<b>Salted Butter</b> (creamery butter, salted, minimum 80% milkfat. May include added cultures (starter or starter distillate) as allowed in 58 CFR 330, 331)
Class 202	<b>Unsalted Butter</b> (creamery butter, unsalted, minimum 80% milkfat)
Class 203	<b>Flavored Butter</b> (salted or unsalted, minimum 80% milkfat)
Class 204	<b>Open Class Butter</b> (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	<b>White Milk</b> (2% only)
Class 302	<b>Whole Chocolate Milk</b>
Class 303	<b>Lowfat Chocolate Milk</b> (1-2%)
Class 304	<b>Fat Free Chocolate Milk</b>
Class 305	<b>Cultured Milk</b>
Class 306	<b>UHT Milk &amp; Aseptic Milk</b>
Class 307	<b>Open Class Pasteurized Milk</b> (for any type of milk that doesn't fit in one of the above classes)
Class 308	<b>Half and Half</b>

## 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)

### 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 310      **Greek Yogurt** (any flavor, fat level or sweetener source)

Class 311      **Strawberry Yogurt** (any form of sweetener source and fat level allowed)

Class 312      **Blueberry Yogurt** (any form of sweetener source and fat level allowed)

Class 313      **Open Flavor Class** (any flavor, fat level or sweetener source)

Class 314      **Open Class Drinkable Yogurts** (any flavor)

### Yogurt Entries

- ➔ 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 64 ounces of product; i.e., one case of 6-8 oz. containers.
- ➔ 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 September 29 auction.**

### **Cottage Cheese Classes**

Class 315	<b>Regular Cottage Cheese</b> (4 % fat level)
Class 316	<b>Lowfat and No Fat Cottage Cheese</b> (0-2% fat level)
Class 317	<b>Open Cottage Cheese Class</b> (includes flavored cottage cheese)

### **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 two 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 September 29 auction.**

### **Dairy Based Dips Classes**

Class 318	<b>Sour Cream</b> (minimum 18% fat level)
Class 319	<b>Lowfat Sour Cream</b> (9% fat or less)
Class 320	<b>Sour Cream Based Dips– Onion</b> (French, Bermuda, etc.)
Class 321	<b>Sour Cream Based Dips– Southwest</b> (Jalapeno, Bison, etc.)
Class 322	<b>Sour Cream Based Dips– Ranch</b>
Class 323	<b>Open Sour Cream Based Dips Class</b> (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 two 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 September 29 auction.**

## Ice Cream, Sherbet, Frozen Yogurt & Gelato Classes

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

## Ice Cream, Sherbet, Frozen Yogurt and Gelato Entries

- ➔ **Ship all ice cream, sherbet, frozen yogurt and gelato entries to UW Babcock Hall.**
- ➔ Entries 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 equivalent amount.
- ➔ Any fat level is acceptable.
- ➔ Entries must comply with federal compositional standards.
- ➔ The product must be shipped frozen on dry ice (Federal Express ships packages with dry ice). Do not tape or seal styrofoam boxes.
- ➔ **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 September 29 auction.**

MATC  
Culinary Chefs



## Whey Products Classes

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

## Whey Products Entries

- ➔ **Ship all whey entries to UW Babcock Hall.**
- ➔ 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 507	<b>Nonfat Dried Milk</b>
-----------	--------------------------

- ➔ **Ship all Nonfat Dried Milk entries to UW Babcock Hall.**
- ➔ 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	<b>Open Class for Creative &amp; Innovative Products</b>
-----------	--

### Creative & Innovative Technologies Entries

- ➔ **Ship all Creative and Innovative entries to UW Babcock Hall.**
- ➔ 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.
- ➔ If your entry needs freezer storage, please indicate this on the outside of the mailing box.

### Contest Entry Form

The official entry form for the 2015 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, \$55 per entry, made payable to Wisconsin Dairy Products Association.

**All paid entry forms must be received no later than  
July 17, 2015**

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

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



### 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  
August 10-14**

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

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

**SHIP  
ICE CREAM-SHERBET  
-WHEY-NONFAT DRY  
MILK-GELATO  
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 ac-*

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

## **2015 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 \_\_\_\_\_

**For On-line registration, go to [www.wdpa.net](http://www.wdpa.net) and follow the Contest link.**

**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 \_\_\_\_\_

If possible, DO NOT USE SHIPPING PEANUTS OR WET ICE



**USE THESE TAGS FOR**  
**ICE CREAM—SHERBET—WHEY PRODUCTS—**  
**GELATO—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**

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 \_\_\_\_\_

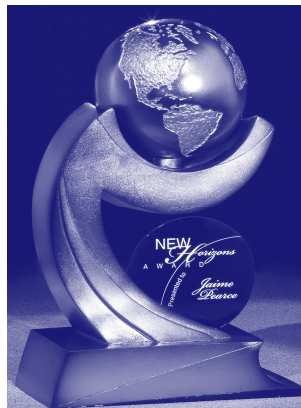
**IF Possible, DO NOT USE SHIPPING PEANUTS OR WET ICE**



# AUCTION

**Tuesday, September 29, 2015  
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



**66—1st Place Trophies**

One first place winner in each category

# 2014 Auction Winning Bidders

<p><b>Colby Jack</b> - Cady Cheese Wilson, WI <b>Swiss</b> - Chalet Cheese Co-op Monroe, WI <b>Wild Blueberry Vanilla Chevre</b> - Woolwich Dairy Lancaster, WI</p> <p> <b>AgSource</b> Laboratories <small>A Subsidiary of Cooperative Resources International</small></p>	<p><b>Reduced Fat Mozzarella</b> Lactalis American Group Buffalo, NY <b>Mascarpone</b> Miceli Dairy Products Cleveland, OH</p> <p> <b>DANISCO.</b></p>	<p><b>Alouette Flame Roasted Red Pepper</b> Alouette Cheese USA New Holland, PA <b>Alouette Brie</b> Alouette Cheese USA New Holland, PA</p> <p> <b>GALLOWAY COMPANY</b></p>
<p><b>Fruit on the Bottom Pineapple Greek Yogurt</b> Schreiber Foods Richland Center, WI</p> <p></p>	<p><b>Brick</b> - Mill Creek Cheese Arena, WI <b>Caraway Brick</b> - Mill Creek Cheese Arena, WI</p> <p>Dr. Robert Bradley - UW Madison</p> <p></p>	<p><b>Zanzibar Chocolate Ice Cream</b> Cedar Crest Specialties Manitowoc, WI <b>Organic Milk Protein Shake - Vanilla Fuel &amp; Chocolate Fuel</b> - Organic Valley/CROPP Co-op LaFarge, WI</p> <p></p>
<p><b>Ciliegine</b> Lioni Lattaicini Union, NJ <b>Montforte Gorgonzola</b> Arthur Schuman Fairfield, NJ</p> <p></p>	<p><b>Sharp Cheddar &amp; Aged Cheddar</b> - Land O'Lakes Kiel, WI <b>Gouda</b> - Babcock Hall Dairy Plant Madison <b>Salted Butter</b> - Hillsboro Riverview Dairy</p> <p></p>	<p><b>Regular Vanilla Ice Cream, French Vanilla Ice Cream, Vanilla Bean Ice Cream, and Chocolate Ice Cream</b> Gifford's Ice Cream Skowhegan, ME</p> <p></p>
<p><b>Coconut Yogurt</b> Noosa Finest Yoghurt Bellvue, CO</p> <p></p>	<p><b>Jalapeno Cheese</b> - Hato Potrero Farm Clewiston, FL <b>Soursop Ice Cream</b> - Hato Potrero Farm Clewiston, FL</p> <p></p>	<p><b>Burrata Alla Panna</b> - Di Stefano Cheese Pomona, CA <b>Provolone</b> - Joseph Gallo Farms Atwater, CA</p> <p></p>
<p><b>Roth Grand CRU Reserve</b> - Emmi Roth USA Monroe, WI <b>Cultured French Onion Dip</b> - Westby Coop Creamery, Westby WI <b>Salted Whipped Butter</b> - Kellers Creamery Winnsboro, TX <b>Honey Almond Granola Frozen Yogurt</b> - Brookshire Grocery Co. Tyler, TX <b>Unsalted Butter</b> - MI Milk Producers Assn. Ovid, MI <b>Open Class Sherbet</b> - Midwest Ice Cream Belvidere, IL</p> <p></p>	<p><b>Strawberry Yogurt &amp; Blueberry Yogurt</b> - Prairie Farms Dairy Quincy, IL <b>No Fat Cottage Cheese</b> - Prairie Farms Carbondale, IL <b>Jalapeno Dip &amp; Bacon Cheddar Dip</b> - Prairie Farms Dairy Ft. Wayne, IN</p> <p></p>	<p><b>Small Curd Cottage Cheese , 2% Cottage Cheese, Sour Cream</b> Dean Foods Rockford, IL <b>Mango Drinkable Yogurt</b> - Hiland Dairy Chandler, OK <b>Ranch Dip</b> - Hiland Dairy Omaha, NE</p> <p></p>
<p></p>	<p><b>Chunky Bleu Cold Pack Cheese Food</b> Pine River Pre Pack Newton, WI <b>Cheddar AMPI</b> Sanborn, IA <b>Past. Process American Swiss Slices &amp; Past. Process Hot Pepper Cheese</b> Food AMPI - Portage, WI</p> <p></p>	<p></p>

## 2014 Contest Sponsors:

### SILVER SPONSOR



### BRONZE SPONSORS



Grand Champion  
Grade A Trophy

Grand Champion  
Ice Cream Trophy

Grand Champion



Blue Veined  
Cheese  
Trophy

Exclusive Sponsor of

Reduced Fat Cheese  
Swiss Styles  
Cheese Trophies



Open Class Semi-Soft  
Cheese  
Salted Butter  
Unsalted Butter

Southwest Sour Cream Dips  
Greek Yogurt Trophy

Sharp Cheddar Tro-



Dark Chocolate I.C.  
Frozen Yogurt and  
Open Class Yogurt Tro-

Regular Cottage Cheese  
Open Cream Cheese

Cheddar Cheese Trophy



Aged Cheddar Trophy

Cold Pack Cheese Trophy

Open Class Ice Cream Trophy



Wisconsin Aging & Grading  
cheese incorporated



# 2015 Contest Sponsorship

## SPONSORSHIP FORM

*I wish to sponsor the following...*

- ☐ Platinum Sponsor.....\$6,000 \_\_\_\_\_
- ☐ Gold Sponsor.....\$5,000 \_\_\_\_\_
- ☐ Silver Sponsor.....\$4,000 \_\_\_\_\_
- ☐ Bronze Sponsor.....\$3,000 \_\_\_\_\_
- ☐ 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:



Primary Business Address  
Address Line 2  
Address Line 3

Phone: 555-555-5555

Fax: 555-555-5555

E-mail:

*You are cordially invited to be our guest at the  
2015 World Dairy Expo  
Championship Dairy Product Auction*

**Date:** Tuesday, September 29

**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 Tuesday, September 22  
608/836-3336  
Email: [info@wdpa.net](mailto: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.*

**Partial Listing of Companies**  
**Participating in Previous Contests**

Agri-Mark	Hansen's Farm Fresh	Oberweis Dairy
Allegheny Valley Dairy	Hato Potrero Farms	Old Chatham Sheephearding Co.
AMPI	Heluva Good Foods	Old Europe Cheese
Argyle Cheese Factory	Hermosa Farms	Organic Valley
Arla Foods	Hiland Dairy	Palatine Valley Dairy
Arthur Schuman	Hilmar Cheese	Perry's Ice Cream
Ashby's Sterling Ice Cream	Hoffman's Ice Cream	Philip R's Frozen Deserts
Aurora Organic Dairy	Holland's Family Cheese	Pine River PrePack
Baker Cheese	Homer's Ice Cream	Pineland Farms Creamery
Blue Marble Ice Cream	Jason Weiebe Dairy	Point Reyes Farmstead Cheese
Bongards Creameries	Jerome Cheese Co.	Polly-O Dairy
Brookshire Grocery Co.	Jilbert Dairy	Prairie Farms
Broughton Foods	Johanna Foods	Proliant Dairy Ingredients
Brown's Dairy	Joseph Gallo Farms	Publix Super Markets
Burnett Dairy	Kate's Homeade Butter	Purity Dairies
Cabot Creamery	Keller's Creamery	Reiter Dairy
Cady Cheese	Kelley Country Creamery	Rising Sun Farms
Caves of Faribault	Kemps	Rogue Creamery
Cedar Crest Ice Cream	Klondike Cheese	Roundy's Supermarkets
Century Foods	Kolb Lena Cheese	Rumiano Cheese Co.
Cesar's Cheese	Kraft Foods	Rutter's Dairy
Chalet Cheese/Deppeler Factory	Kwik Trip	Salemville Cheese
Chocolate Shoppe Ice Cream	Lactalis American Group	Saputo Cheese USA
Commonwealth Dairy	Lake Norden Cheese	Sartori Foods
ConAgra Foods	Lamer's Dairy	Sassy Cow Creamery
Country Delite Farms	Land O'Lakes	Schenkel's Dairy
Country Fresh	LeSeur Cheese	Schneider Dairy
Crystal Farms	Lizzy's Ice Cream	Schreiber Foods
Daisy Brand	Louis Trauth Dairy	Scott's of WI
Dari Concepts	Ludwig Farmstead Cheese	Seymour Dairy Products
Darigold	Maggie Moo Ice Cream	Shatto Milk Company
DCI Cheese Co.	Maple Grove Cheese	Skani Sweet Cheese
Dean Foods	Maple Leaf Cheese	Smith Brothers Farms
DFA	Maplebrook Farm	Smith Dairy Products
Don Francisco Cheese	Marble Slab Creamery	Sorrento Lactalis
Edelweiss Creamery	Marburger Farm Dairy	South Dakota State University
Emmi-Roth USA	Marquez Brothers International	Southwest Cheese
Empire Cheese	Mayfield Dairy Farms	Stewarts
Emrich Family Creamery	McCadan Cheese	Stockton Cheese
Fair Oaks Farms	McClelland's Dairy	Swiss Valley Farms
Farmland Dairies	Meadow Gold Dairy	Thiel Cheese & Ingredients
Fierro Cheese	Meister Cheese	Thrifty Ice Cream
Figi's	Meyenberg Goat Milk	Titusville Dairy Products
Foremost Farms USA	Miceli Dairy Products	Traders Point Creamery
Formaggio Italian Cheese	Michigan Milk Producers Assn.	Top O' The Morn Farms
Franklin Foods	Mill Creek Cheese	Tropical Cheese Industries
Friendly Ice Cream	Minerva Dairy	Tumalo Farms
Galloway Company	Moo Cheeses	Turner Dairy Farms
Gifford's Dairy	Moomers Ice Cream	Umpqua Dairy Products
Graeter's Ice Cream	Mooville Creamery	Upstate Niagara Coop
Graf Creamery	Mt. Sterling Coop Creamery	Valley Queen Cheese
Grafton Village Cheese	Muscoda Protein Products	Vermont Farmstead Cheese
Grass Point Farms	Nasonville Dairy	Westby Coop Creamery
Grassland Dairy Products	Natural Dairy Products	Wilcox Farms
Great Lakes Cheese	Noosa Yoghurt	Winder Farms
Guernsey Farms Dairy	Nordic Creamery	Winona Foods
Hall's Ice Cream	O-AT-KA Milk Products	Woolwich Dairy