

ENTRY INFORMATION

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



74 Contest Classes

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

2010 Cheese & Butter Grand Champion Sartori Foods, Plymouth, WI



“We are a relatively small company with limited R&D resources. I enjoy competing in the World Dairy Expo contest because it levels the playing field, so to speak, and even a small company such as ours can compete with the vast resources that large dairy companies have available to them. (Plus the trophy looks great on my mantle!) We’ve enjoyed the hospitality and feedback from everyone that works the event, including the judges, and look forward to competing again!” - Maggie Moo’s Ice Cream



**Kari Gfrorer, Maggie Moo’s Ice Cream &
Ted Galloway, Galloway Company**

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 fastest growing contest in the history of all dairy product contests. Last year, in the contest's 8th year, there were almost 700 entries from dairy processors throughout North America. With an annual growth rate of more than 25%, this year's contest will be even bigger!**
- ▶ **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.**

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.**

Contest Sponsored by the Wisconsin Dairy Products Association (WDPA)

2010 CONTEST WINNERS

Grand Champion Cheese & Butter

SarVecchio Parmesan, Sartori Foods

Grand Champion Grade A Products & Ice Cream

Regular Chocolate Ice Cream, Gifford's Dairy

Cheddar, Aged Cheddar, Flavored Pasteurized Process	Land O'Lakes
Sharp Cheddar, Mozzarella, Pasteurized Process	DFA
Colby Longhorn	Guggisberg-Deutsch Kase Haus
Baby Swiss Wheel	Chalet Cheese/Deppeler Factory
Muenster	Mill Creek Cheese
Fresh Mozzarella, Provolone, Mascarpone	Sorrento Lactalis
String Cheese, Pepper Flavored String Cheese	Burnett Dairy
Blue Cheese, Neufchatel, Whey	Swiss Valley Farms
Horseradish Cold Pack	Pine River PrePack
Gouda	Babcock Hall Dairy Plant
Queso Fresco Cremoso	Marquez Brothers
Capriko	Nordic Creamery
Cranberry with Cinnamon Goat Cheese	Finica Food
Triple Cream Brie	Old Europe Cheese
Salted Butter, Unsalted Butter	O-AT-KA Milk Products
Open Butter	Keller's Creamery
Strawberry & Blueberry Yogurt	Morningstar Foods
Lowfat Vanilla Yogurt	Upstate Niagara
Drinkable Yogurt	Don Francisco Cheese
Vanilla Ice Cream	Sassy Cow Creamery
French Vanilla & Dark Chocolate Ice Cream	Stewarts
Philly Vanilla Ice Cream, No Fat Cottage Cheese, White Milk, Sour Cream	Purity Dairies
Raspberry Sherbet, Heath Butterfinger Frozen Yogurt, Cottage Cheese with Chives, Light Sour Cream	Kemps
Karen's Crazy Cake Ice Cream	Kelley Country Creamery
Cottage Cheese	Old Home Foods
Lowfat Cottage Cheese	Dean Foods
Whole Chocolate Milk	Country Delite Farms
Lowfat Chocolate Milk	Prairie Farms Dairy
Cultured Buttermilk	Brookshire Grocery Company
Root Beer Milk	Shatto Milk Company
Green Chili Dip, Heavy Whipping Cream	Cass Clay Creamery
Temp Tee Cream Cheese, Salmon Cream Cheese	Kraft Foods
Whey Permeate, WPC-80%, Whey Protein Isolates	Bongards Creameries
WPC-34%	AMPI
Fitness Edge- Tropical Orange	Galloway Company
Maggie Mia's Ice Cream Pizza	Maggie Moo's Ice Cream

2011 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

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



2010 Contest Sponsors

Grand Champion
Grade A & Ice Cream Trophy



Grand Champion
Cheese & Butter Trophy



SILVER SPONSOR



BRONZE SPONSOR



Trophy Sponsors

Exclusive Sponsor of
ALL Whey Trophies



Aged Cheddar Trophy
Sharp Cheddar Trophy



Cold Pack Cheese Trophy
Cheddar Cheese Trophy



Blue Veined Cheese Trophy



Frozen Yogurt Trophy



Provolone Trophy



Mozzarella Cheese Trophy
Dark Chocolate Ice Cream
Trophy
Vanilla Ice Cream Trophy



Reduced Fat Cheese Trophy
Open Class Pasteurized
Process Trophy
Strawberry Yogurt Trophy



Creative & Innovative Trophy
Open Class Ice Cream
& Sherbet Trophy



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 August 1, 2011.

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. 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 August 8-11.

Federal Express ships packages with dry ice

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

Entries ship to:

High Track LLC dba MRS
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

High Track is a new state-of-the-art public refrigerated warehouse



Important Contest Dates

August 1, 2011	Contest entry forms and fees are due
August 8-11, 2011	All contest entries (except ice cream, sherbet, whey products, nonfat dry milk and innovative technologies) must be shipped to the High Track Warehouse. Ice cream, sherbet, whey products, nonfat dry milk and innovative technologies entries must be shipped to Babcock Hall.
August 16, 2011	Judging Day for ice cream, sherbet, whey products, nonfat dry milk and creative innovative technologies
August 17, 2011	Judging Day for cheese & butter
August 18, 2011	Judging Day for yogurt, cottage cheese, fluid milk, dairy based dips, whipping cream, and pudding
October 4, 2011	World Dairy Expo Championship Dairy Product 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!

2010 Auction Winning Bidders

<p>Sharp Cheddar</p> 	<p>Muenster</p> 	<p>Mozzarella & Fresh Mozzarella</p> 
<p>Blue Cheese</p>  <p>First you add knowledge...</p>	<p>Vanilla, Philly Vanilla & French Vanilla Ice Cream</p> 	<p>Baby Swiss Wheel</p> 
<p>Triple Cream Brie</p> 	<p>JACOBY Regular, Lowfat, No Fat & Flavored Cottage Cheese</p> 	<p>Horseradish Cold Pack</p> 
<p>Salted, Unsalted & Open Butter</p> 	<p>Queso Fresco Cremoso, Cow/Goat, and Cranberry w/ Cinnamon Goat</p> 	<p>Provolone</p> 
<p>Strawberry, Blueberry, Open & Drinkable Yogurt</p> 	<p>Pepper Flavored & Regular String Cheese</p> 	<p>JACOBY Sour Cream, Light Sour Cream & Green Chili Dip</p> 
<p>Colby Longhorn</p> 	<p>Mascarpone</p> 	<p>Neufchatel</p>  <p>First you add knowledge...</p>
<p>Dark Chocolate & Karen's Crazy Cake Ice Cream</p> 	<p>Borden Deluxe American & American Cheese w/Jalapeno</p> 	<p>Aged Cheddar</p> 
<p>Cream Cheese & Salmon Cream Cheese</p> 	<p>Raspberry Sherbet & Frozen Yogurt</p> 	<p>JACOBY Gouda</p> 
<p>Cheddar</p> 	<p>Fitness Drink & Ice Cream Pizza</p> 	<p>Regular Chocolate Ice Cream Grade A Grand Champion</p> 
<p>SarVecchio Parmesan Wheel Cheese & Butter Grand Champion</p> 	<p>JACOBY SILVER SPONSOR</p> 	<p>BRONZE SPONSOR</p> 



AUCTION

Tuesday, October 4, 2011
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



2 Grand Champion Trophies

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



74—1st Place Trophies

One first place winner in each category

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, not by individuals.**
- 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 #316, etc.
- A company/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 whipping 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 August 1, 2011.**
- **Samples must be received by August 11, 2011 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.
- ▶ A new modified scoring system for Grade A and ice cream products will be utilized.

Cheese Classes

- Class 101 **Cheddar** (aged 30 to 179 days. Made between 2/26/11 and 7/26/11)
- Class 102 **Sharp Cheddar** (aged 180 to 730 days. Made between 8/26/09 and 2/26/11)
- Class 103 **Aged Cheddar** (aged 2 years or more. Made before 8/26/09)
- 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 **Open Class Cheese** (for any cheese product that doesn't fit under one of the above classes)

**USE THESE TAGS FOR
ICE CREAM-SHERBET-WHEY PRODUCTS-
NONFAT DRY 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**

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



**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: High Track LLC dba MRS
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**

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**

2010 Cheese Judges
Stephanie Clarke and
Steve Kappallen



“We find this contest to be a valuable one. In addition to the helpful feedback we receive on our products’ score sheets, we gain a lot of additional exposure for our products at the World Dairy Expo Auction event”- Swiss Valley Farms

2010 Head Judge Marianne Smukowski and Assistant Head Judge Dr. Robert Bradley displaying the Cheese and Butter Grand Champion—SarVecchio Parmesan from Sartori Foods



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 **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 **Crème Fraiche**

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.
- ➔ The winning companies will be asked to submit fresh product for tasting at the auction's reception.

Contest Entry Form

The official entry form for the 2011 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 August 1, 2011

Wisconsin Dairy Products Assn.
8383 Greenway Blvd
Middleton, WI 53562
608.836.3336
Fax 608.836.3334
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 August 8-11

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

High Track LLC
dba MRS
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

2011 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 _____

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.

Whipping Cream Class

Class 309 **Whipping Cream and Heavy Whipping Cream**
(minimum of 30% milkfat)

Whipping Cream Entries

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

Yogurt Entries

- There will be 3 separate yogurt classes and one drinkable yogurt class.
- 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.
- Winning companies will be asked to submit fresh product for the auction.

2010 Yogurt Judges
Lloyd Ward and Ann Tigges

Cottage Cheese Class

- Class 316 **Regular Cottage Cheese** (4 % fat level)
Class 317 **Lowfat Cottage Cheese** (1-2% fat level)
Class 318 **No fat Cottage Cheese** (0% fat level)
Class 319 **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.
- ➔ The winning company will be asked to submit fresh product for the auction.

Dairy Based Dips Class

- Class 320 **Sour Cream** (18% fat level)
Class 321 **Lowfat Sour Cream** (9% fat or less)
Class 322 **Sour Cream Based Dips– Onion** (French, Bermuda, etc.)
Class 323 **Sour Cream Based Dips– Southwest** (Jalapeno, Bison, etc.)
Class 324 **Sour Cream Based Dips– Ranch**
Class 325 **Open Sour Cream Based Dips Class** (any other flavor)
Class 326 **Plain Cream Cheese**
Class 327 **Flavored Cream Cheese**

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. For cream cheese, each entry must consist of a minimum of 1/2 pound.
- ➔ The winning companies will be asked to submit fresh product for the 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	Sherbet (Raspberry flavor only)
Class 408	Open Class Ice Cream & Sherbet (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-3 gallon container.
- 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 new, fresh product (3 gallon container) to the winning bidders after the October 4 auction.**

2010 Ice Cream Judges
Tom Kelman and Jason Nissen



*You are cordially invited to be our guest at the
2011 World Dairy Expo
Championship Dairy Product Auction*

Date: Tuesday, October 4

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 29
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
Ameri-Dairy Brands	Guer's Dairy	O-AT-KA Milk Products
Amama	Guggisberg Cheese	Oberweis Dairy
AMPI	Hall's Ice Cream	Old Europe Cheese
Arla Foods	Hansen's Farm Fresh	Old Home Foods
Arthur Schuman	Heluva Good Foods	Organic Farm Marketing
Ashby's Sterling Ice Cream	Hermosa Farms	Organic Valley
Ashe County Cheese	Hiland Dairy	Palatine Valley Dairy
Babcock Hall Dairy Plant	Hilmar Ingredients	Parker's Farm
Bella Luna Farm	Hoffman's Ice Cream	Pine River PrePack
Blaser's USA	Holland's Family Cheese	Polly-O-Dairy
Bongards Creameries	Hope Creamery	Prairie Farms
Bridgeman's	Homer's Ice Cream	Proliant Dairy Ingredients
Brookshire Grocery Co.	Hot Licks Ice Cream	Purity Dairies
Broughton Foods	Jason Weiebe Dairy	Rising Sun Farms
Brown's Dairy	Jerome Cheese Co.	Rogue Creamery
Burbach's Countryside Dairy	Jilbert Dairy	Roundy's Supermarkets
Burnett Dairy	Joseph Gallo Farms	Rumiano Cheese Co.
Cabot Creamery	Kate's Homeade Butter	Rutter's Dairy
Cass Clay Creamery	Keller's Creamery	Salemville Cheese
Cedar Crest Ice Cream	Kelley Country Creamery	Saputo Cheese USA
Century Foods	Kemps	Sartori Foods
Cesar's Cheese	Kolb Lena Cheese	Sassy Cow Creamery
Chalet Cheese/Deppeler Factory	Kraft Foods	Schenkel's Dairy
Chocolate Shoppe Ice Cream	Lake Norden Cheese	Schneider Dairy
Churny Co.	Laloo's Ice Cream	Schreiber Foods
Coop's Microcreamery	Lamer's Dairy	Scoops n' Scripts
Country Delite Farms	Land O'Lakes	Seymour Dairy Products
Country Fresh	LeSeur Cheese	Shatto Milk Company
Crave Brothers Farmstead	Litehouse	Sibby's
Daisy Brand	Lizzy's Ice Cream	Smith Dairy Products
Dari Concepts	Local Folks Food	Spice It UP
Darifair	Louis Trauth Dairy	Sorrento Lactalis
Darigold	Maggie Moo Ice Cream	South Dakota State University
DCI Cheese Co.	Maple Grove Cheese	Stewarts
Dean Foods	Maple Leaf Cheese	Swiss Valley Farms
Deutsch Kase Haus	Maplebrook Farm	Thiel Cheese & Ingredients
DFA	Marble Slab Creamery	Thrifty Ice Cream
Don Francisco Cheese	Marburger Farm Dairy	Titusville Dairy Products
Echo Farm	Marquez Brothers International	Traders Point Creamery
Edelweiss Creamery	McCadan Cheese	Trega Foods
Emmi-Roth Kase USA	McClelland's Dairy	Tropical Cheese Industries
Empire Cheese	Meadow Gold Dairy	Turner Dairy Farms
Fair Oaks Dairy	Meister Cheese	Umpqua Dairy Products
Farmland Dairies	Meyenberg Goat Milk	Upstate Niagara Coop
Figi's	Miceli Dairy Products	Vale Wood Farms
Finica Food Specialties	Michigan Milk Producers Assn.	Valley Queen Cheese
Fireman's Fabulous Ice Cream	Mill Creek Cheese	Westby Coop Creamery
Foremost Farms USA	Millborne Farm	Wilcox Farms
Franklin Foods	Minerva Dairy	Winder Farms
Friendly Ice Cream	Moo Cheeses	Wisconsin Cheese Group
Galloway Company	Mooville Creamery	Wisconsin Farmer's Union
Gifford's Dairy	Morningstar Foods	Yancy's Fancy
Gingerbread Jersey Cheese	Mt. Sterling Coop Creamery	
Graf Creamery	Muscoda Protein Products	
Grafton Village Cheese	Natural Dairy Products	
Grassland Dairy Products	Nordic Creamery	



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