



## **PRESS RELEASE**

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### **WORLD DAIRY EXPO CHAMPIONSHIP DAIRY PRODUCT CONTEST**

#### **AUCTION RAISES ALMOST \$40,000**

The nineteenth annual World Dairy Expo Championship Dairy Product Contest auction was held Tuesday, October 4th at World Dairy Expo. The contest, sponsored by the Wisconsin Dairy Products Association (WDPA), raised \$39,893.

"This year's contest far-exceeded our hopes and expectations" stated Brad Legreid, executive director, Wisconsin Dairy Products Association. "The number of product entries jumped to a record total of 1,560. These entries encompassed a full-range of dairy products submitted by a comprehensive collection of dairy plants throughout North America. This contest keeps growing at a staggering rate as more and more companies learn about it and its myriad benefits."

The 93 first place winners received their trophies at the October 4 auction and will have unique opportunities to market and promote their award-winning products.

A portion of the auction proceeds will be used to fund the Dr. Robert L. Bradley Scholarship, Wisconsin Dairy Products Association Scholarship, the WDPA Championship Contest Scholarship, and MATC Culinary Foundation Scholarship, which will be awarded annually to deserving students pursuing careers in the dairy industry. WDPA will also use a portion of the proceeds to fund a major sponsorship of the National Collegiate Dairy Product Judging Contest. Product donations have also been made in the pasts to the MATC Culinary Arts School, UW Food Science Dept., the Ronald McDonald House and River Food Pantry.

Attached is the listing of the winning bidders for all classes.