



PRESS RELEASE

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WORLD DAIRY EXPO CHAMPIONSHIP DAIRY PRODUCT CONTEST

AUCTION RAISES ALMOST \$37,000

The eighteenth annual World Dairy Expo Championship Dairy Product Contest auction was held Tuesday, September 28th at World Dairy Expo. The contest, sponsored by the Wisconsin Dairy Products Association (WDPA), raised \$36,817.00

"This year's contest had a near-record of 1,400 entries," stated Brad Legreid, Executive Director, Wisconsin Dairy Products Association. "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 an unprecedented rate as more dairy processors experience, first-hand, its myriad benefits."

The 93 first place winners received their trophies at the September 28th 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 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 past to the MATC Culinary Arts School, UW Food Science Department, the Ronald McDonald House and River Food Pantry.

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