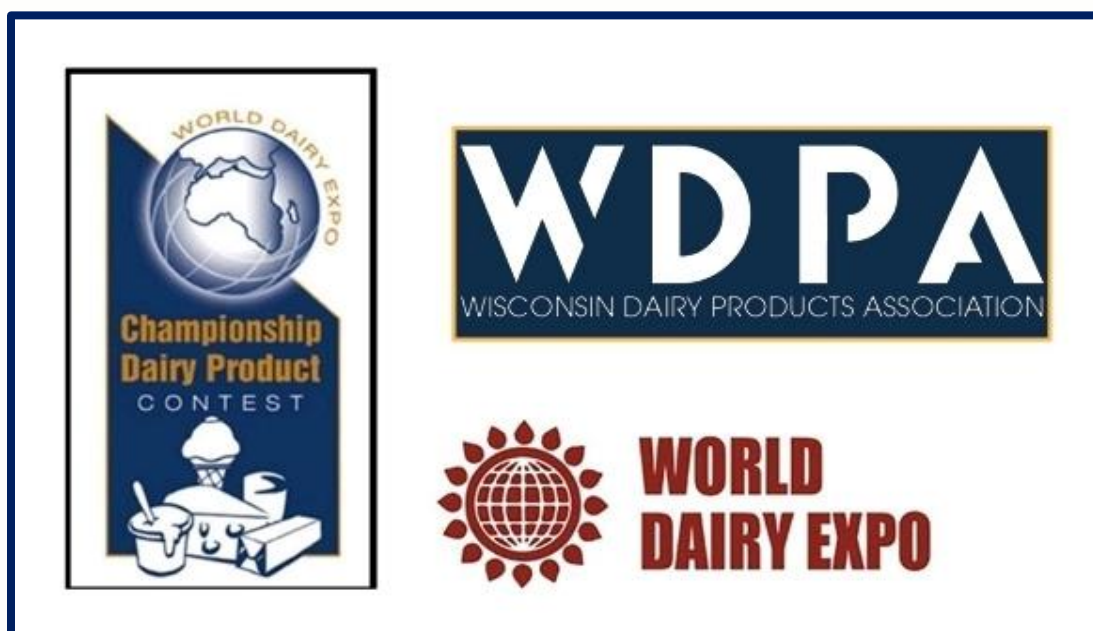


# 2024 World Dairy Expo Championship Dairy Product Contest Entry Information



## Dairy Excellence and Innovation

The World Dairy Expo Championship Dairy Product Contest is the only one of its kind in the United States that includes all dairy products: a wide variety of cheese, butter, ice cream, whey and Grade A dairy products.

Winning companies are able to promote and market their products as the “best of the best”.

All entries are evaluated by professional, certified dairy product judges. The entrants receive the judge’s evaluation sheets after the contest and are able to see how their products were rated.

Scholarships: As a result of this contest, the Wisconsin Dairy Products Assn. (WDPA) annually funds scholarships for students preparing for careers in the dairy industry, a MATC culinary arts scholarship, and a scholarship to the National Collegiate Judging Contest which trains college students in the art of evaluating dairy products.

Enter your products into this prestigious contest.

Every maker of cheese, butter, yogurt, milk, whipping cream, dips, cottage cheese, ice cream, gelato, sherbet, custard, whey and dry dairy ingredients in the world is eligible to enter the competition.

Enter online at <https://wdpa.awardsplatform.com>  
Create your personal secure account to enter and track your products throughout the contest.

The following awards are given at World Dairy Expo on October 1<sup>st</sup>:

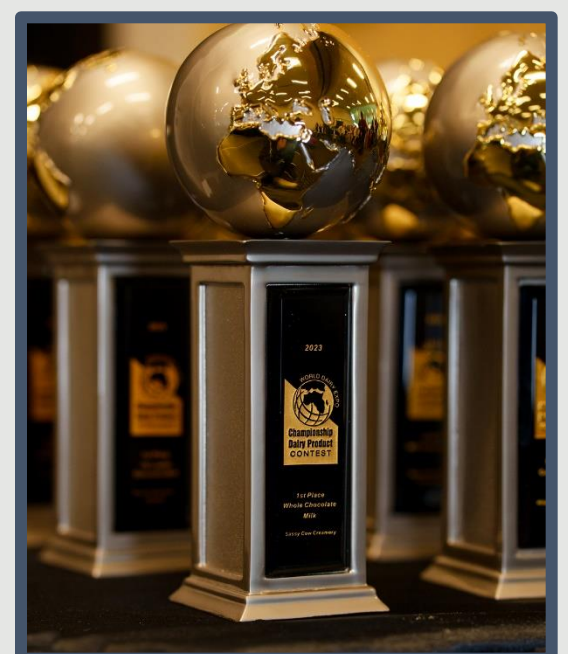
One 1<sup>st</sup> place medal, one 2<sup>nd</sup> place medal, and one 3<sup>rd</sup> place medal are awarded for each class.

Grand Champions are selected in Cheese, Grade A, and Ice Cream.

Contact Tammy Brereton at WDPA at (608) 836-3336 or [tammybrereton@wdpa.net](mailto:tammybrereton@wdpa.net) with any questions or for more information.

## Key Dates

- Entry Opens:  
Wednesday, May 29, 2024
- Early Entry Deadline:  
Friday, July 19th 2024  
(\$75 per entry with 6<sup>th</sup> one free)
- Final Entry Deadline:  
Friday, August 2nd, 2024 (\$75 per entry no bonus discount)
- Ship Entries, must be received  
by August 12-15th, 2024
- Contest Judging:  
August 20-22, 2024
- Awards and Auction at World Dairy Expo: Tuesday, October 1 2024



[Start your Entry Here](#)



## How Our Contest is Judged

### FIRST ROUND OF JUDGING

Entries are evaluated by a panel of skilled technical judges. A pair of expert judges examine, sniff and taste each entry in a class. Starting from a maximum possible 100 points, deductions are made for various defects found by each judge. Defects are noted in the areas of flavor, body, texture, salt, color, finish, packaging, and other attributes. One 1st, one 2<sup>nd</sup>, and one 3<sup>rd</sup> place medal is awarded to the three highest-scoring entries in each class.

### THE GRAND CHAMPION ROUND

Our expert panel of judges evaluates the first place winners from each category in a final round of judging to determine the Grand Champion Dairy Product for Cheese, Grade A and Ice Cream.

Each 1<sup>st</sup> place winner is thoroughly examined. During this round, scores from the entire panel of judges are averaged to yield a final score for each finalist. The product with the highest average score is named the Grand Champion.

Previous medal winners have leveraged their success to build marketing campaigns, enhancing their brand recognition and market presence.



### ENTRY ELIGIBILITY AND SUBMISSION

- Contest entries can be submitted by any cheese, butter, yogurt, ice cream, gelato, sour cream, whey, cottage cheese, fluid milk, dry milk, buttermilk, sherbet, dairy based dips and cream manufacturing plant in North America. International processors are also eligible to enter the contest.
- Manufacturers with multiple plant locations may enter/ship as many entries as they wish from each separate plant location.
- There are no restrictions on the number of entries a manufacturer may submit, and they may enter more than one class.
- A product can only be entered in one class.
- The Chief Judge is empowered to move any entry to the most appropriate Contest class or a different class if there are not enough entries.
- A class has sufficient entries for competition if there are entries from three different companies. If a class does not meet this requirement, the entries will be moved to an alternative, appropriate class for competition.
- 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 products entered must conform to their respective standards of identity and contain a minimum of 25% dairy.
- The final judging results listing the top 3 winners of each class will be posted on the Wisconsin Dairy Products Association's website. Only the companies who entered products will receive their individual scores and judges' feedback.
- All product entries will become the property of Wisconsin Dairy Products Association and will be used for educational, promotional, charitable and miscellaneous purposes.
- Products with labels promoting success in other contests will not be accepted for competition.



**To Enter, Submit your forms and fees**

Fill out an entry form for each product entered into the World Dairy Expo Championship Dairy Product Contest at <https://wdpa.awardsplatform.com> A \$75 entry fee is required for each product entry. An invoice will be generated for your entries. Payment must be received before your entry is accepted. You will receive information for credit card payment, electronic check payment or mailed check. ***Mailed checks should be made payable to Wisconsin Dairy Products Association and accompanied with a copy of your invoice.*** There are no refunds. ***Special Bonus: For every 5 paid entries, you receive a 6th entry for free.***

**Ship Your Entries**

Each entry should be shipped in a separate box. **When shipping multiple products, please keep products for each entry together in their own box/cooler 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 and include the QR code generated with each entry. One tag should be placed inside the shipping box. The other tag should be securely sealed on the outside of the box. **Overnight shipping is highly recommended. We receive entries every year that are not adequately shipped to protect the temperature and integrity of the products; please take the extra time and care to ensure that you are shipping your products with enough ice, insulation, protection, etc.**

All entries must be shipped **PREPAID**. C.O.D. shipments will not be accepted. All entries must arrive between August 12-15, 2024. Please ensure your shipping labels are correctly labeled with the following addresses:

CHEESE—BUTTER—YOGURT—  
COTTAGE CHEESE—FLUID MILK—  
DAIRY BASED DIPs—WHIPPING  
CREAM—SOUR CREAM—  
  
Midwest Refrigerated Services  
Attn: Joe Kong  
3201 Progress Road.  
Madison, WI 53716  
(608)838-5550 ext. 8792

ICE CREAM—SHERBET—GELATO  
WHEY PRODUCTS—NONFAT DRY  
MILK—INNOVATIVE TECHNOLOGIES  
Entries ship to:  
  
Madison College  
Attn: John Johnson  
1701 Wright St.  
Madison, WI 53704  
608/246-6707

**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. Multiple entries in one shipping container is acceptable if each entry is properly labeled. Ship your contest entries in the same manner you would ship to a customer.





## 2024 World Dairy Expo Championship Dairy Product Contest List of Class Numbers

### Cheese

- Class 101 - Cheddar Cheese (Aged 30-179 days)
- Class 102 - Sharp Cheddar (Aged 180 to 730 Days)
- Class 103 - Aged Cheddar (Aged two years or more)
- Class 104 - Colby/Monterey Jack Cheese (includes Colby/Jack blends)
- Class 105 - Swiss Styles (Swiss and Baby Swiss cheeses)
- Class 106 - Brick, Muenster, Havarti, Gouda
- Class 107 - Mozzarella
- Class 108 - Fresh Mozzarella
- Class 109 - String Cheese
- Class 110 - Provolone (Includes smoked provolone)
- Class 111 - Hard Italian Cheeses (Parmesan, Romano, Asiago)
- Class 112 - Blue Veined Cheeses (e.g. Blue (incl. crumbles), Gorgonzola, Stilton)
- Class 113 - Smoked Flavored Natural Cheese
- Class 114 - Pepper Flavored Natural Cheese
- Class 115 - Flavored Natural Cheeses (all flavored cheeses except pepper)
- Class 116 - Cold Pack Cheese, Cheese Food, Cheese Spread (flavored or unflavored)
- Class 117 - Reduced Fat Cheese (Flavored or unflavored. Minimum 33% reduction in fat per serving. Max 33% increase in moisture compared to standard cheese)
- Class 118 - Feta
- Class 119 - Brie and Camembert
- Class 120 - Ricotta
- Class 121 - Open Class Soft Cheeses (Natural, flavored and unflavored cheese with 51% or higher moisture)
- Class 122 - Open Class Semi-Soft Cheese (Natural, flavored and unflavored. Cheese with 40% to 50% moisture. For example, Fontina, Farmers, Bel Paese)
- Class 123 - Open Class Hard Cheese (Natural, flavored, and unflavored with 39% moisture or less).
- Class 124 - Flavored Pasteurized Process Cheese (Loaf entries must be unsliced).
- Class 125 - Latin American Cheese (Queso Quesadilla, Queso Blanco, Queso Fresco, Cojita, etc.)
- Class 126 - Goat Milk Cheese
- Class 127 - Sheep Milk Cheese
- Class 128 - Mixed Milk Cheese
- Class 129 - Mascarpone
- Class 130 - Plain Cream Cheese (including Neufchatel)
- Class 131 - Flavored Cream Cheese
- Class 132 - Plain Cheese Curds
- Class 133 - Flavored Cheese Curds

Class 134 - Natural Cheese Snack

Class 135 - Processed Cheese Snack

Class 136 - Open Class Cheese (for any cheese product that does not fall under one of the other classes).

## Butter

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 - Flavored Butter (Salted or Unsalted. Minimum 80% milkfat).

Class 204 - Open Class Butter (For any type of butter that does not fit into one of the other classes).

## Fluid Milk

Class 301 - White Milk 2%

Class 302 - Whole Chocolate Milk

Class 303 - Low Fat Chocolate Milk - 1%

Class 304 - Low Fat Chocolate Milk - 2%

Class 305 - Fat Free Chocolate Milk

Class 306 - Strawberry Milk

Class 307 - Cultured Butter Milk (Any Fat Level)

Class 308 - UHT Milk and Aseptic Milk (white)

Class 309 - UHT Milk and Aseptic Milk (Flavored)

Class 310 - Lactose Free Milk (white)

Class 311 - Lactose Free Milk (Flavored)

Class 312 - Open Class Pasteurized Milk (Any type of milk that does not fit into one of the other classes).

Class 313 - Open Class Flavored Milk (Non-Chocolate, Non-Strawberry).

## Cream

Class 314 - Half and Half (Unflavored).

Class 315 - Open Class Dairy Based Creamers (includes flavored half and half).

Class 316 - Whipping Cream and Heavy Whipping Cream

## Yogurt

Class 317 - Plain Greek Yogurt (any fat level of sweetener source).

Class 318 - Flavored Greek Yogurt - Non-fat any flavor

Class 319 - Flavored Greek Yogurt (1% or greater milkfat, any flavor, any sweetener source).

Class 320 - Vanilla Yogurt (any sweetener source and fat level allowed).

Class 321 - Strawberry Yogurt (any form of sweetener source and fat level allowed).

Class 322 - Blueberry Yogurt (any fat level and sweetener form allowed).

Class 323 - Open Class Yogurts (any other flavor, any form of sweetener source and fat level allowed).

Class 324 - Tropical Flavored Drinkable Yogurts (Mango, pina colada, guava, etc.).

Class 325 - Open Class Drinkable Yogurts (any other flavor, including kefir).

## Cottage Cheese

Class 326 - Regular Cottage Cheese - 4% Fat Level

Class 327 - Low-fat and No-fat Cottage Cheese (0-2% fat level)

Class 328 - Open Cottage Cheese Class (Includes Flavored Cottage Cheese)

## Dairy Based Dips



- Class 329 - Sour Cream (Minimum 18% Fat Level)
- Class 330 - Low Fat Sour Cream (9% or less fat)
- Class 331 - Sour Cream Based Dips - Onion (French onion, Bermuda, etc.)
- Class 332 - Sour Cream Based Dips - Southwest (jalapeño, Chipotle, Bison, etc.)
- Class 333 - Hispanic Plain Sour Cream (Crema, etc.)
- Class 334 - Open Sour Cream Based Dips (any other flavor, including ranch)

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

- Class 401 - Regular Vanilla Ice Cream (any fat level)
- 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)
- Class 405 - Dark Chocolate Ice Cream
- Class 406 - Cookies and Cookie Dough Ice Cream (any fat level)
- Class 407 - Mint Ice Cream (any fat level)
- Class 408 - Strawberry Ice Cream (any fat level)
- Class 409 - Open Class with Fruit Ice Cream (any fat level)
- Class 410 - Open Class Ice Cream with Nuts (any fat level)
- Class 411 - Open Class Ice Cream with Peanut Butter (any fat level)
- Class 412 - Open Class Ice Cream with Caramel (any fat level)
- Class 413 - Open Class Ice Cream (for any product that does not fit in the other classes).
- Class 414 - Ice Cream Novelties (includes ice cream sandwiches and bars - any fat level)
- Class 415 - Open Class Sherbet
- Class 416 - Frozen Yogurt
- Class 417 - Gelato
- Class 418 - Healthy Frozen Desserts (high protein, low sugar, low calorie, low carb)
- Class 501 - WHEY (Demineralized)
- 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 - Whey Based Sports/Energy Drinks
- Class 507 - Nonfat Dried Milk
- Class 600 - Open Class for Creative & Innovative Products




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## Judging Criteria and Entry Rules

### Cheese

- 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 10lbs. Of product. Each cream cheese entry must consist of a minimum of 1 lb. An entry may be disqualified if the minimum amount is not submitted.
- 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 1 auction.

### Butter

- 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. An entry may be disqualified if the minimum amount is not submitted.

### Fluid Milk

- Fluid Milk Samples are judged by awarding points from 100 point scale for flavor, container and seal, and deducting points for various defects.
- Each entry must consist of a minimum of two (2) half gallons. Please DO NOT submit bags of milk.

### Whipping Cream

- 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.
- Whipping Cream - 30% minimum milkfat
- Heavy Whipping Cream - Minimum of 36% milkfat
- Please submit a minimum of two (2) quarts. No aerosol containers. An entry may be disqualified if the minimum amount is not submitted.
- This class does NOT include pre-whipped cream.

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## Yogurt

- **Judging Criteria:** Yogurt samples are judged on a 100-point scale. Points are awarded for flavor, body and texture, appearance, and color, with deductions made for various defects.
- **Minimum Submission:** Each entry must consist of a minimum of 64 ounces of product. Entries may be disqualified if the minimum amount is not met.
- **Sweetener Source:** Entries may contain any type of sweetener.
- **Fat Level:** There are no restrictions on the fat content of entries.
- **Fresh Product Shipment:** To ensure proper representation of award-winning products, winning companies will be required to ship fresh products to the winning bidders after the October 1 auction.

## Cottage Cheese

- 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. An entry may be disqualified if the minimum amount is not submitted.
- 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 1st auction at World Dairy Expo.

## Dairy Based Dips

- 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. An entry may be disqualified if the minimum amount is not submitted.
- 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 1st auction at World Dairy Expo.

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

- **Judging Criteria:** Entries are judged on a 100-point scale. Points are awarded for flavor, body and texture, color and appearance, melting quality, and bacterial content, with deductions made for various defects.
- **Minimum Submission:** Each entry must consist of a one-gallon container or an equivalent amount. For ice cream sandwiches, please submit a minimum of 12. Entries may be disqualified if the minimum amount is not met.
- **Preferred Submission:** Rather than submitting a 3-gallon tub, it is preferred that a "cut" from a 3-gallon tub be submitted.
- **Compliance:** Entries must comply with federal compositional standards and contain a minimum of 25% dairy.
- **Shipping Conditions:** The product must be shipped frozen on dry ice. Federal Express ships packages with dry ice. Do not tape or seal Styrofoam boxes.



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- **Fresh Product Shipment:** To ensure proper representation of award-winning products, winning companies will be required to ship fresh products (3-gallon container) to the winning bidders after the October 1 auction.
  - **Shipping Instructions:** Ship all ice cream, sherbet, frozen yogurt, and gelato entries to:

Madison College  
Attn: John Johnson  
1701 Wright Street  
Madison, WI 53704  
(608) 246-6707

### Whey and Dried

- 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 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.
- **Shipping Instructions:** Ship all whey and dried entries to:

Madison College  
Attn: John Johnson  
1701 Wright Street  
Madison, WI 53704  
(608) 246-6707

### Creative and Innovative

- This is a totally open category for highlighting creative uses of dairy products. Any product not listed under another category should be submitted under this category. Some examples are smoothies, probiotic products, dairy based beverages, puddings and desserts, novelty cheese products, Frappuccino's, 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 16oz. containers or equivalent volume or weight. An entry may be disqualified if the minimum amount is not submitted.
- If your entry needs freezer storage, please indicate this on the outside of the mailing box.
- **Shipping Instructions:** Ship all Creative and Innovative Products to:

Madison College  
Attn: John Johnson  
1701 Wright Street  
Madison, WI 53704  
(608) 246-6707