



PRESS RELEASE

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WORLD DAIRY EXPO CHAMPIONSHIP DAIRY PRODUCT CONTEST ANNOUNCES GRAND CHAMPION WINNERS

Woolrich Dairy, Lancaster, WI was selected as the Cheese and Butter Grand Champion, Upstate Niagra Co-op, Buffalo, NY was selected as the Grade A Grand Champion and Gifford's Dairy, Skowhegan, ME was the Ice Cream Grand Champion of the World Dairy Expo (WDE) Championship Dairy Product Contest. This year's contest, sponsored by the Wisconsin Dairy Products Assn. (WDPA), received a record number of 720 entries for cheese, butter, fluid milk, yogurt, cottage cheese, ice cream, sour cream, sherbet, cultured milk, sour cream dips, whipping cream, dried whey and creative/innovative products from dairy processors throughout North America (including a couple of international entries). "It is amazing how dairy manufacturers have embraced this contest," says Brad Legreid, executive director of WDPA. "Due to the tremendous support from dairy companies throughout North America, the World Dairy Expo Championship Dairy Product Contest has averaged a 20% annual rate of growth over its first ten years. This is unprecedented growth for a dairy product contest. This growth is a direct reflection of the high level of interest that dairy processors have in entering the only judging contest of its kind in North America. Because this contest is all encompassing, dairy manufacturers have the unique opportunity to compete in a prestigious, all-dairy national contest."

Judging was held on August 7-8 at the Madison Area Technical College (MATC) Culinary School and August 9 at UW-Madison's Babcock Hall. These locations proved to be very successful venues for the contest judging. "MATC and UW were very supportive of this contest," said Legreid.

On October 2, the contest's auction will be held at World Dairy Expo in Madison, at which time all category 1st place winners will be auctioned off. A portion of the proceeds from the October 2 contest auction will be used to fund the Dr. Robert Bradley Scholarship and Wisconsin Dairy Products Association Scholarship. These scholarships will be awarded annually to deserving students pursuing careers in the dairy industry. The auction will begin at 5:00 pm and will feature Doug Wilson, Cooperative Resources International, as the auctioneer. For more information on the contest and auction please call 608.836.3336.

Attached is an excel spreadsheet announcing the winners of each contest category.