



November 23rd, 2016

Dear Judges,

The 95th Annual Collegiate Dairy Products Evaluation Contest is scheduled for **Wednesday, April 12th, 2017**. We look forward to your participation in this year's event, which will be hosted by the Wisconsin Cheese Makers Association in Madison, WI during the Wisconsin Cheese Industry Conference being held in the Alliant Energy Center.

In this email, please find:

- ❖ Event Schedule
- ❖ Judge Participation link
- ❖ 2017 Contest Rules

As usual, there will be a Coaches' Committee meeting at 6:00 pm on Tuesday evening. Please plan to be available for this meeting if possible. Tuesday afternoon and evening activities will be held at the Alliant Energy Center. The competition will be held on the show floor in Mendota Rooms 6-8. The awards presentation will be held in Hall A at 4:00 pm.

WCMA is excited to host the Collegiate Contest, and they want to let everyone know that all participants are welcome to join in all of the on-floor functions and receptions. WCMA will be providing free registration for all contest judges and officials, details to come. You can find exhibit floor plans and educational event schedules at <http://cheeseconference.org/>.

Below are lodging recommendations in Madison in conjunction with the WI Cheese Industry Conference. Please call and mention the Collegiate Contest to receive negotiated room rates. Room blocks are being held at these hotels specifically for the contest teams, judges, and officials. There are other options available through the WCMA conference website as well. I would encourage you to make your reservations as soon as you can.

Super 8 Madison
1602 West Beltline Highway, Madison
<http://www.super8madison.com/>
\$69.00 | Cutoff date: 3/10/2017
608-258-8882

Sleep Inn
4802 Tradewinds Parkway, Madison
<http://www.sleepinnmadison.com/>
\$99.00 | Cutoff date: 3/22/2017
608-221-8100

AmericInn
101 W. Broadway, Madison
\$79.00 | Cutoff date: 3/10/2017
608-222-8601

As always, the standard six products will be included in the contest: butter; low, reduced and full fat Cheddar cheese; pasteurized, homogenized, 2% fat milk; vanilla ice cream; low, reduced and full fat cottage cheese; low, reduced and full fat strawberry flavored, Swiss style yogurt with natural and alternative sweeteners. Eight samples of each product will be used in the contest, and it would be prudent to have several extra samples from which to make your selections for the competition.

We are working with Midwest Refrigerated Services for sample logistics prior to the contest date.

- All samples must be shipped the week of April 3rd, so please communicate with your vendors.
- Please ensure all samples shipped are labeled "Collegiate Contest" + the product category.
- Cold and Frozen storage will be available.
- All products received at Midwest Refrigerated Services will be delivered to the Alliant Energy Center the morning of Tuesday, April 11th for sample evaluation.
- Reach out to Bob Derlein about shipping questions at 608-838-5550 x8706.

Midwest Refrigerated Services, Inc
Jim Zantow / Collegiate Contest Products
4704 Terminal Drive
McFarland, WI 53558
Phone: 608-838-5550

If you have general questions about this year's contest, please contact me at (507) 287-7304.

I look forward to seeing you in Madison!

Tori Boomgaarden

Tori Boomgaarden
Contest Coordinator
Collegiate Dairy Products Evaluation Contest