



February 9, 2025

Dear Coaches:

The 101th Annual Collegiate Dairy Products Evaluation Contest is scheduled for **Wednesday, April 16th, 2025**. We look forward to your participation in this year's event, which will be hosted by the Wisconsin Cheese Maker's Association in Madison, Wisconsin during the CheeseCon being held at the Alliant Energy Center.

A number of documents are attached to this email.

- ❖ 2019 Contest Rules (Latest Version)
- ❖ Event Schedule
- ❖ Excel file for students and coaches to receive free CheeseCon Registration
- ❖ Joe Larson Merit Award Information

The Finance Committee has again worked diligently to raise funds for the contest and is pleased to make travel stipends for teams available again in 2025. Guidance for the disbursement of these travel funds will be provided shortly and will be like previous years.

Please plan to arrive in time to attend the coaches meeting on Tuesday evening prior to the contest. Coaches and officials will meet beginning at 3:30PM. Remember, it is critical that team coaches be at this meeting.

Below are lodging options in Madison for the contest. I would encourage you to make your reservations as soon as you can.

[Hotel Reservations](#)

The contest will be located in Mendota rooms 5-7, with the awards ceremony being held in the Hall A. WCMA is excited to host the Collegiate Contest, and they want to let everyone know that all participants are welcome to join in all the on-floor functions and receptions. **WCMA will provide free full registration for coaches and students again this year.** Please fill out the excel sheet in the email to receive your registration.

Finally, I have attached the form to nominate students for the **Joe Larson Merit Award**. Please consider nominating your outstanding students to recognize outstanding undergraduate contestants. Nominate students who best uphold the ideals of the Contest: leadership, professionalism, maturity, and an understanding of the value of sensory work to the dairy industry. Remember, these students may or may not be your most skilled product judges! Nominations and essays are due by March 25th. Joe Larson made a very generous contribution to the contest and two deserving students will be given the award. Now we need you, coaches, to nominate your students – please don't forget!

If you have questions or concerns about any aspect of your participation in this year's Collegiate Dairy Products Evaluation Contest, please don't hesitate to contact me at (847) 858-2671 or chad.galer@dairy.org.

I look forward to seeing you soon in Madison!

Chad Galer

Chad Galer
Contest Coordinator
Collegiate Dairy Products Evaluation Contest