



February 9, 2025

Dear Judges,

The 101<sup>st</sup> Annual Collegiate Dairy Products Evaluation Contest is scheduled for **Wednesday, April 16<sup>th</sup>, 2025**. We look forward to your participation in this year's event, CheeseCon is hosted by the Wisconsin Cheese Makers Association and is being held at the Alliant Energy Center in Madison, WI.

In this email, please find:

- ❖ Event Schedule
- ❖ 2019 Contest Rules (Latest Version)

As usual, there will be a Coaches' meeting at 3:30 pm on Tuesday evening. Please try to attend this meeting. Tuesday afternoon and evening activities will be held at the Alliant Energy Center in Madison, WI. The competition will also be held at the Alliant Energy Center and I will confirm room location prior to the contest. The awards presentation will be held in the main level ballroom at 3:30 pm.

WCMA is excited to host the Collegiate Contest and are offering all those supporting the contest a Free Full registration. This year WCMA will register all judges, and you will pick up your credentials at the meeting. **Please ensure you fill out the excel file at this [LINK](#) for yourself and any assistant judges** (or share with them) that will be attending the contest so I can provide the list to WCMA.

**Rules:** Attached the 2019 contest rules, I'll send an updated version if there are any changes made.

Please use the Wisconsin Cheesemaker's site to book rooms. I would encourage you to make your reservations as soon as you can.

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, 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.

I'm working to finalize shipping and storage details, and I'll share details shortly. If you have general questions about this year's contest, please contact me at (847) 858-2671. I look forward to seeing you in Madison!

*Chad Galer*

Chad Galer  
Contest Coordinator  
Collegiate Dairy Products Evaluation Contest