

2012 WORLD CHAMPIONSHIP
CHEESE CONTEST

HOSTED BY WISCONSIN CHEESE
MAKERS ASSOCIATION

MARCH 5 - 7, 2012

MONONA TERRACE
CONVENTION CENTER
MADISON, WISCONSIN, USA

WEBSITE
WWW.WORLDCHAMPIONCHEESE.ORG

EMAIL
INFO@WORLDCHAMPIONCHEESE.ORG



January 18, 2012

For more information, contact:
Wisconsin Cheese Makers Association
Phone: 608-828-4550
Email: info@worldchampioncheese.org

NEWS RELEASE

Judging Panel Selected for 2012 World Championship Cheese Contest

Madison, WI – Forty cheese experts from around the world will convene to choose the World Champion Cheese at the 2012 World Championship Cheese Contest, to be held March 5 - 7 at the Monona Terrace Convention Center in Madison, Wisconsin, USA.

This year's international team will hail from 17 nations and 10 U.S. states. The panel will evaluate cheese and butter entries overseen by Chief Judge Robert Aschebrock, veteran USDA dairy grader. "The Contest Judge Selection Committee carefully reviewed many prospective judges to arrive at a well-qualified team. This year's panel represents a wide range of expertise as well as an excellent international presence," said Mr. Aschebrock.

International judges are expected to join the World Championship Cheese Contest from Argentina, Australia, Canada, Croatia, Denmark, France, Germany, Ireland, Italy, New Zealand, Mexico, Portugal, The Netherlands, Russia, South Africa, Switzerland, and the United Kingdom.

The World Championship Cheese Contest will invite the winner of the National Collegiate Dairy Products Evaluation Contest to observe the judging. "WCMA is pleased to partner with Chr. Hansen to bring in the top student cheddar judge to learn from our international expert panel," said John Umhoefer, executive director of Wisconsin Cheese Makers Association, the contest host. Demarcus Carter, a student at Mississippi State University, will be invited to observe the judging at the Contest this year.

Contest officials anticipate more than 2,500 entries from around the world for this 29th biennial competition. Cheese and butter makers are encouraged to visit the contest website at www.worldchampioncheese.org. Online entry is easier than ever with MyEntries®, a unique online entry feature that saves time and money. MyEntries® allows the user to securely enter and pay online and instantly view scores and scoresheets. Entries are stored from year to year in one convenient, secure location. Entry forms and fees for the contest are due February 8, 2012.

Contest entries must be shipped to arrive by February 24th to WOW Logistics in Little Chute, Wis. WOW Logistics and Wisconsin Aging and Grading Cheese, Inc. will store, sort and label entries.



8030 Excelsior Drive
Suite 305
Madison, WI 53717-1950

Phone
608-828-4550

Fax
608-828-4551

E-mail
office@wischeesemakers.org

Website
www.wischeesemakers.org

-more-

Assisting Robert Aschebrock for the 2012 contest are Chief Judge Emeritus Bill Schlinsog, Middleton, Wis., and Assistant Chief Judges Stan Dietsche, Oshkosh Cheese Sales & Storage, Oshkosh, Wis., Tim Czmowski, Agropur, Inc., Hull, Iowa., and Jim Mueller, Mueller Consulting, Green Bay, Wis. The contest chairman is Brian Eggebrecht of Welcome Dairy, Colby, Wis., assisted by Steve Krause, TOSCA Ltd., Green Bay, Wis., Kevin Thome, Cheese Reporter, Madison, Wis., Dan Stearns, Agropur, Inc., Weyauwega, Wis., Dave Buholzer, Klondike Cheese Co., Monroe, Wis., and Craig Linz, TetraPak, Winsted, Minn.

Judges for the 2012 event include the following:

International Panelists:

- ARGENTINA – Roberto Castañeda, Technical Director for the Technological Research Center for the Dairy Industry, Buenos Aires.
- AUSTRALIA – Russell Smith, Dairy Australia, Victoria.
- CANADA – Louis Aird, Import/Export Fine Cheese Director, Saputo, Montreal, Quebec, and Art Hill, Professor & Chair, Dept. of Food Science, Univ. of Guelph, Guelph, Ontario.
- CROATIA – Dr. Samir Kalit, Professor, University of Zagreb.
- DENMARK – Lars Staunsbæk, Managing Director, Mammen Mejeri, Bjerringbro.
- FRANCE – Roland Barthelemy, President of the Guild of Fromagers, and author of “Cheeses of the World”, and Claudine Vigier-Barthelemy, Maitre Fromager, Orly.
- GERMANY – Richard Ellner, head of the department of quality assurance and analytics in the Bavarian Research Center for Agriculture, Freising-Weihenstephan.
- IRELAND – Enda Howley, Cheese Grader, Irish Dairy Board, Dublin.
- ITALY – Simonetta Cortella, delegate for the province of Como, Organizzazione Nazionale Assaggiatori Formaggi (O.N.A.F.), Como.
- NEW ZEALAND – Andrew Legg, Research Technologist, Fonterra Cooperative Group Ltd., Palmerston North.
- MEXICO – Luis Jimenez-Maroto, Sensory Coordinator, WI Center for Dairy Research.
- PORTUGAL – Mariana de Almeida, Agricultural Engineer, Lisbon.
- RUSSIA – Tatiana Kuznetsova, Consultant, IDEA S.L., Omsk.
- THE NETHERLANDS – Peter Piersma, FrieslandCampina Cheese Specialties, Wolvega.
- SOUTH AFRICA – Kobus Mulder, Agri-Expo, Western Cape.
- SWITZERLAND – Olivier Isler, Fromarte, Bern.
- UNITED KINGDOM – David Lockwood, Managing Director/Partner, Neal’s Yard Dairy, London.

An additional international judge will be confirmed shortly.

U.S. Panelists include:

- Greg Anderson, Procurement Manager, Pace Dairy Foods, Rochester, Minn.
- Robert Bradley, Professor, University of Wisconsin, Dept. of Food Science, Madison, Wis.
- Dave Burk, Cheese Grader, Marathon Cheese, Marathon, Wis.
- Dominique Delugeau, Senior Vice President, DCI Cheese Co., Richfield, Wis.
- Nana Farkye, Professor, California Polytechnic State University, San Luis Obispo, Cal.
- Craig Gile, Master Cheese Grader, Cabot Creamery, Montpelier, Vt.
- John Jaeggi, Cheese Industry and Applications Program, Wisconsin Center for Dairy Research in Madison, Wis.
- Harvey Jensen, President, Hubco Inc., Pocatello, Idaho
- Kerry Kaylegian, Pilot Plant Manager, Penn State University, University Park, Penn.
- Greg Kinate, President, Kineva Foods Co., Green Bay, Wis.
- Dan Konz, Cheese Grader, DairiConcepts, Kimball, Minn.

-more-

- Max McCalman, Maître Fromager, Author, Speaker and Dean of Curriculum, Artisanal Premium Cheese Center, New York City, N.Y.
- Neville McNaughton, Cheese Consultant, CheezSorce, Davisville, Mo.
- Virgil Metzger, Research Principal, Kraft Foods, Glenview, Ill.
- Mike Pederson, multiple products grader, Wisconsin Department of Agriculture, Argyle, Wis.
- David Satterness, Regional Sales Manager, Chr. Hansen, Inc., Sioux Falls, South Dak.
- Steve Schenkoske, Purchasing Manager, Winona Foods, Green Bay, Wis.
- Cathy Strange, Global Cheese Buyer, Whole Foods Market, Austin, Texas.
- Sandy Toney, Director Industrial Sales, Masters Gallery Foods, Plymouth, Wis.
- Steve Zeng, Professor/Dairy Product Specialist, Langston University, Langston, Okla.

-### -