

2010 WORLD CHAMPIONSHIP
CHEESE CONTEST

HOSTED BY WISCONSIN CHEESE
MAKERS ASSOCIATION

MARCH 16 - 18, 2010

MONONA TERRACE
CONVENTION CENTER
MADISON, WISCONSIN, USA

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NEWS RELEASE

Judging Panel Selected for 2010 World Championship Cheese Contest

Madison, WI – A record-sized panel of expert judges has been assembled for the 2010 World Championship Cheese Contest, to be held March 16 – 18 at the Monona Terrace Convention Center in Madison, Wisconsin, USA.

An international team of over 30 technical judges is expected, including judges from 14 nations and eight 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 evaluated almost 70 potential judges to arrive at a diversified team in terms of area of expertise and geographical location. This year’s panel certainly encompasses a great breadth of cheese knowledge and an excellent international presence,” said Mr. Aschebrock.

International judges are expected to join the World Championship Cheese Contest from Argentina, Australia, Canada, Denmark, France, Germany, Ireland, Italy, Japan, New Zealand, The Netherlands, Spain, Switzerland, and the United Kingdom.

The World Championship Cheese Contest will again invite the winner of the National Collegiate Dairy Products Evaluation Contest to be an associate judge. “WCMA is pleased to again 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. Jordan Dorneman, a student at South Dakota State University, will participate as an associate judge at the Contest this year.

Contest officials anticipate more than 2,100 entries from around the world for this 28th biennial competition. Cheese and butter makers are encouraged to visit the contest on the internet at www.worldchampioncheese.org. Online entry is easier than ever with a new feature, MyEntries. Contest entrants can login and create a MyEntries account which will track and store contest entries. Entry forms and fees for the contest are due February 18, 2010.

Contest entries must be shipped to arrive by March 10th to WOW Logistics in Little Chute, Wis. WOW Logistics and Wisconsin Aging and Grading Cheese, Inc. will store, sort and label entries.



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Assisting Robert Aschebrock for the 2010 contest are former Chief Judge Bill Schlinsog, Middleton, Wis., and Assistant Chief Judges Stan Dietsche, Oshkosh Cheese Sales & Storage, Oshkosh, Wis., and Tim Czmowski, Green Meadows Dairy, Hull, Iowa. 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, Trega Foods, Weyauwega, Wis., Dave Buholzer, Klondike Cheese Co., Monroe, Wis., and Craig Linz, TetraPak, Winsted, Minn.

Judges for the 2010 event include the following:

International Panelists:

- ARGENTINA – Roberto Castañeda, Technical Director for the Technological Research Center for the Dairy Industry, Buenos Aires.
- AUSTRALIA – Neil Willman Director, Cheese Expertise P/L and Principal, New Zealand Cheese School.
- CANADA – Louis Aird, Import/Export Fine Cheese Director, Saputo, Montreal, Quebec.
- DENMARK – Hans Henrik Lund, Vice President – Production, Arla Foods, Aarhus.
- 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.
- ITALY – Davide Fiore of Luigi Guffanti, Novara.
- JAPAN -- Shigenobu Murayama, School Master at the Cheese & Wine Academy of Tokyo.
- NEW ZEALAND – Christopher Vickers, Senior Cheese Technologist at Fonterra Co-operative Group, Ltd., Cambridge.
- SPAIN – Oriol Urgell Saborit, Cheese Consultant, Barcelona.
- SWITZERLAND – Hans Schär, Engineer, Agroscope Research Station, Bern.
- UNITED KINGDOM – David Lockwood, Managing Director/Partner, Neal’s Yard Dairy, London.

Ireland and The Netherlands have also committed to nominating a top cheese evaluator to join the international panel.

U.S. Panelists include:

- Larry Bell, CoPack and Supplier Quality Manager, Schreiber Foods Inc., Green Bay, Wis.
- Robert Bradley, Professor in the University of Wisconsin Department of Food Science in Madison, Wis.
- Dominique Delugeau, Senior Vice President with DCI Cheese Co., Richfield, Wis.
- Nana Farkye, Professor, California Polytechnic State University, San Luis Obispo, Cal.
- Lisbeth Goddick, Associate Professor in the Department of Food Science at Oregon State University, Corvallis, Ore.
- John Jaeggi, Cheese Industry and Applications Program at the Wisconsin Center for Dairy Research in Madison, Wis.
- Mark Johnson, Senior Scientist at the Wisconsin Center for Dairy Research, Madison, Wis.
- Max McCalman, Maître Fromager, Author, Speaker and Dean of Curriculum at Artisanal Premium Cheese Center, New York City, N.Y.
- Neville McNaughton, Cheese Consultant, Davisville, Mo.
- Virgil Metzger, Research Principal for Kraft Foods, Glenview, Ill.
- Bill Novak, owner of Novak’s Cheese of Wisconsin, DePere, Wis.
- Mike Pederson, multiple products grader with the Wisconsin Department of Agriculture, Argyle, Wis.
- Dan Saeger, Midwest Dairy Supervisor for the USDA Dairy Grading Branch in Lisle, Ill.
- Cathy Strange, Global Cheese Buyer with Whole Foods Market, Austin, Texas.

Several additional U.S. judges have also been invited.