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UNITED STATES CHAMPIONSHIP  
**CHEESE**  **CONTEST**

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*United States Championship Cheese Contest*

November 5, 2024



WISCONSIN  
CHEESE MAKERS  
ASSOCIATION  
EST. 1891

# *Agenda*

- Contest Overview
- How to Enter
- Shipping & Packing
- Maximizing Your Entry
- Judging & Evaluation
- Entrant Experience
- Q&A

# CONTEST OVERVIEW

# Contest Background

- WCMA has hosted an annual contest since the 1890's
- WCMA hosts two contests, each held every other year:
  - World Championship Cheese Contest (WCCC)
  - United States Championship Cheese Contest (USCCC)



# 2025 U.S. Championship Cheese Contest



## ***Event Dates:***

March 4-6, 2025

## ***Location:***

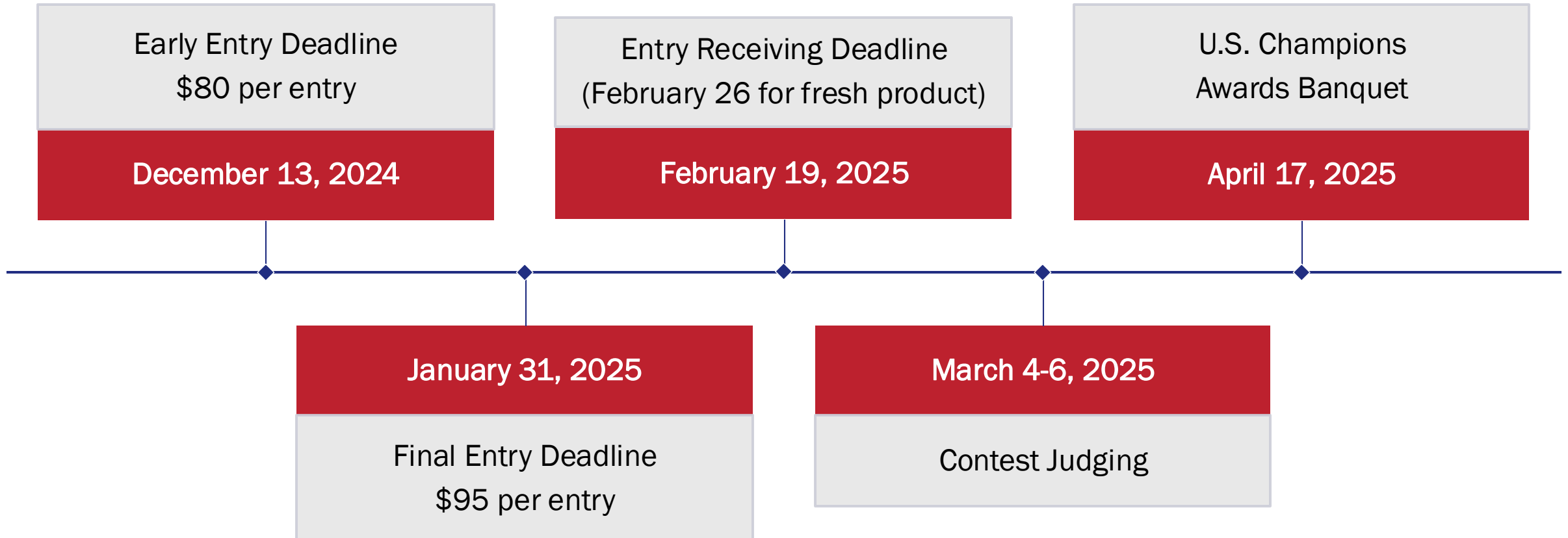
Resch Expo, Green Bay, WI

## ***Event Details:***

[USChampionCheese.org](https://USChampionCheese.org)

*All entry information is available  
in the 2025 Contest Entry Kit.*

# Key Dates



# Who Can Enter:

- Any manufacturer of real dairy cheese, butter, yogurt, sour cream, or dry dairy ingredients, in the United States, may enter the Contest.
- Second-party marketers, processors or retailers may enter co-packed products with approval from the original manufacturer.



# Entry Rules & Requirements

Entries must be natural or processed dairy products.

Raw milk products must be held for 60 days before evaluation.

A product can only be entered in one class.

Class entry limits are detailed in the class list. Second parties are allowed to enter up to two entries in a class.

Each entry must be entered in the name of a person, team, or group directly involved in making the product.

# Entry Rules & Requirements

Products may be sent with or without normal, branded packaging and labels.

Each entry should be sent in their original, manufactured form.  
Do not cut your cheese!

Entries with a trier hole will be disqualified.

Samples with contamination or excessive mites may be deemed unsafe for consumption and will be removed from the contest.

# 117 Classes

76 Cow's Milk

6 Goat's Milk

4 Sheep's Milk

3 Mixed Milk

9 Cultured  
Products

3 Butter

8  
Demonstration

8 Dry Dairy  
Ingredients

# Payment & Cancellation Policy

- Entries in the Contest must be paid in full at time of entry submission.
- Entries cancelled prior to January 31, 2025, will receive a 50 percent refund.
- Any entries cancelled by the entrant after January 31, 2025, will not receive a refund.
- Entrants are responsible for shipping costs. No refund is offered for paid entries that fail to arrive at the Contest site.



# How to Enter

**MyEntries®** is your personal, secure Contest worksite for:

- Online entry
- Instant product scores
- Ongoing scoresheet access
- Shipping Product ID Tags

**Early Entry Deadline:  
December 13 (\$80 per entry)**

**Final Deadline:  
January 31 (\$95 per entry)**




# MyEntries©

[DASHBOARD](#) [DOWNLOADS](#) [RESULTS](#) [SUPPORT](#)


Welcome


Enter Now


 2025 United States Championship Cheese Contest


87 days left to enter.


[Get Started](#)

 Manage MyEntries

 View Your Current and Previous Entries


 View Your Orders


 View / Edit Your Profile


 I'm finished for now, I'll return later...

Your Most Recent Results

2024 World Championship Cheese Contest

[All Scoresheets](#) | 

1:05 Cheddar, Mild (0 to 3 Months)  
**98.83** (1 of 54)  
[Scoresheet](#) | 

1:04 Cheddar, Mild (0 to 3 Months)  
**98.625** (5 of 54)  
[Scoresheet](#) | 

# MyEntries©

## 2025 United States Championship Cheese Contest

Class

Product/Product Brand Name (This field is shown in results listings, it is not given to judges.)

*Example: USCCC Cheddar*

Product Description/Information (Provide product details for judge evaluation. Exclude brand information.): [200 Characters Left](#)

*Example: Raw milk, white cheddar wheel, aged for 2 years*

Maker (Individual or Team Name)

*Example: Team WCMA*


Entry Company


*Example: WCMA*


# MyEntries©


Total Piece Count	Total Weight	Unit
<input type="text" value="Example: 1"/>	<input type="text" value="Example: 20"/>	<div><input checked="" type="checkbox"/> Lbs <input type="checkbox"/> Kgs</div>
Manufacture Date (MM/DD/YYYY format - editable after submission)		
<input type="text" value="MM/DD/YYYY"/>		
Lot Information (editable after submission)	Moisture Percentage (editable after submission)	
<input type="text"/>	<input type="text"/>	
Country of Manufacture <small>Your entry MUST be from the United States for this contest.</small>		
<div><input type="text"/></div>		
Notes for Your Personal Use		
<input type="text" value="Note: We do not see these notes – these are for you as the entrant"/>		
<div>Add Entry</div>		<div>Reset</div>


# Packing & Shipping


 **Manage MyEntries**

 [View Your Current and Previous Entries](#)

 [Print Your Shipping Tags](#)

 [View Your Orders](#)

 [View / Edit Your Profile](#)

 [I'm finished for now, I'll return later...](#)

OUTSIDE SHIPPING TAG: ADHERE TO INSULATED SHIPPING BOX

PERISHABLE - REFRIGERATE - KEEP FROM HEAT

TO: 2025 United States Championship Cheese Contest  
c/o WOW LOGISTICS  
2101 Bohm Drive  
Little Chute, WI 54140 USA

INFORMATION TAG: ADHERE TO ENTRY BOX

# 1:01

Number of Pieces: 1  
Total Weight: 20 lbs  
This entry includes  
1 2 3 4 Box(es) (circle one)

Entry Class: Cheddar, Mild (0 to 3 Months) (1)  
Entry Brand Name: USCCC Cheddar  
Entry Description: Raw milk, white cheddar wheel, aged for 3 months  
Name of Maker: Team WCMA  
Company Name: WCMA  
City/State: Madison, WI Country: US  
ID: 37139

INFORMATION TAG: PLACE DIRECTLY ON PRODUCT INSIDE ITS BOX

# 1:01

Number of Pieces: 1  
Total Weight: 20 lbs  
This entry includes  
1 2 3 4 Box(es) (circle one)

Entry Class: Cheddar, Mild (0 to 3 Months) (1)  
Entry Brand Name: USCCC Cheddar  
Entry Description: Raw milk, white cheddar wheel, aged for 3 months  
Name of Maker: Team WCMA  
Company Name: WCMA  
City/State: Madison, WI Country: US  
ID: 37139

## Packing List

ID	Class:Entry	Entry #	Class Number and Name	Description	Pieces Shipped	Total Wt.
37139	1:01	01	Cheddar, Mild (0 to 3 Months) (1)	Raw milk, white cheddar wheel, aged for 3 months	1	20 lbs

# Packing & Shipping

- Each cheese should be packed in its own individual box.
- One tag should be on the outside of the individual box.
- The second tag should be placed inside with the cheese.
- Multiple entry boxes may be shipped together in a large container.

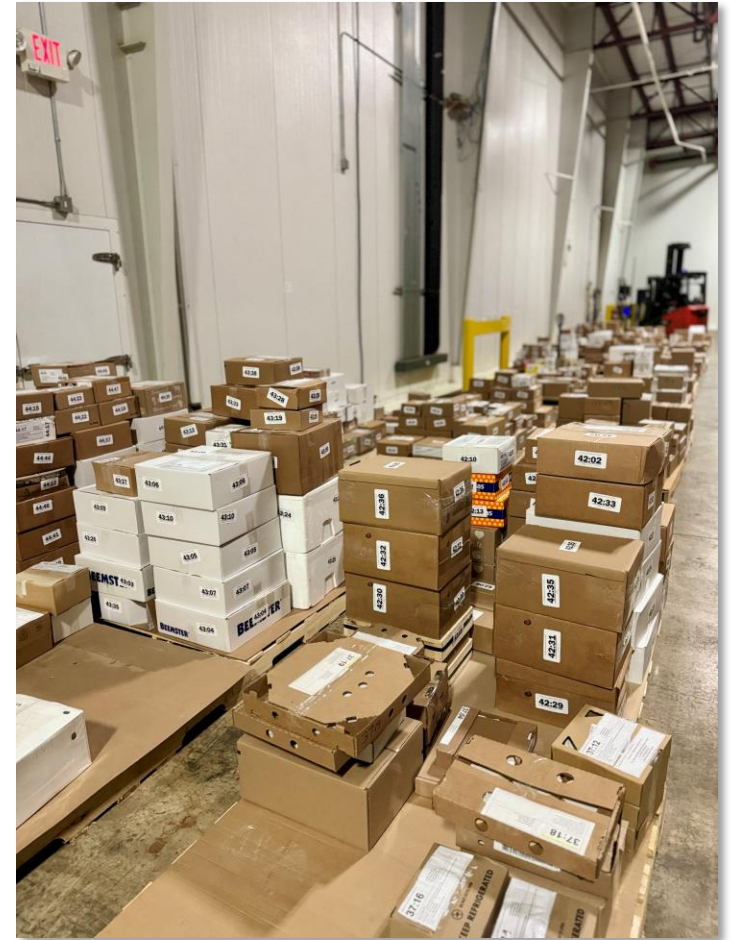


**Entry Receiving Deadline: February 19, 2025**  
(Fresh products may arrive by February 26)

# Entry Receiving



Wisconsin Aging & Grading  
cheese incorporated



# Volunteers – “B-Team”

## Entry Check-In:

- Assist at the warehouse receiving and sorting entries. Volunteers will check-in entries by verifying product details and labeling with their proper entry number.

## Dry Dairy Ingredient Sample Prep:

- Assist in sorting, labeling, blending, and packing of prepared samples.

## Contest:

- Primarily assist judges during evaluation by carefully unboxing, handling, and re-packaging product samples.



# Rounds of Judging



## First Round

- Skilled technical judges evaluate all entries on flavor, body, texture, salt, color, finish, packaging, and others
- Deductions made from starting maximum of 100 points
- Gold, Silver, and Bronze medals awarded to highest-scoring entries in each class

# Rounds of Judging



## Championship Round

- Judges evaluate eligible gold medal cheeses, narrowing the field to the Top 20
- All 20 highest-scoring cheeses are evaluated a final time, and judges' scores are averaged
- The cheese with the highest average score becomes the United States Champion



Second Runner-Up to the United States Champion  
Cheddar  
Associated Milk Producers Inc.  
2023 United States Championship Cheese Contest

UNITED STATES CHAMPION  
Europa  
Arethusa Farm Dairy  
2023 UNITED STATES CHAMPIONSHIP CHEESE CONTEST

First Runner-Up to the United States Champion  
Vintage Cupola American Original Cheese  
Red Barn Family Farm  
2023 United States Championship Cheese Contest

# Contest Logo Usage

All Contest winners receive access to the trademarked Contest logo for use in promotions and packaging.



# JUDGING & EVALUATION

# Defect Evaluation Scoring

Term	Definition	Deduction Range
Very Slight	Detected under very critical examination	0.10 to 0.50
Slight	Detected upon critical examination	0.60 to 1.50
Definite	Detected easily, but not intense	1.60 to 2.50
Pronounced	Detected easily and intense	2.60 or greater

# Scoring Categories

- Appearance Defects
- Make Up (Safety and Quality)
- Surface/Rind/Smear Development Defects
- Color Defects
- Body and Texture Defects
- Flavor Defects
- Category Specific Defects
  - Examples include Melt, Packaging

# ENTRANT EXPERIENCE:

## Agropur

# ENTRANT EXPERIENCE: Alpinage Artisan Cheese

# Questions & Answers

# Q&A

Can I come watch the judging/final announcement?

# Q&A

Can I get a refund if I decide to not send in my entry?

# Q&A

How can I sign up to volunteer?

# Q&A

What kind of media exposure does the Contest offer?



**USChampionCheese.org**  
**contest@wischeesemakers.org**

**WCMA Contest Director Kirsten Strohmenger**  
**kstrohmenger@wischeesemakers.org**  
**(608) 673-5245**

## **Next WCMA Webinar**

# **2025 Milk Pricing Forecast**

**December 10, 2024**

**1:00 p.m. (CT)**

***Register Now!***

***[WisCheeseMakers.org/Events](https://WisCheeseMakers.org/Events)***