



## PRESS RELEASE

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Contact: Wisconsin Dairy Products Association - Brad Legreid

### **2020 World Dairy Expo Championship Dairy Product Contest Cancelled**

With much disappointment, the Wisconsin Dairy Products Assn. (WDPA) announced this week that the 2020 World Dairy Expo Championship Dairy Product Contest has been cancelled. This decision was not made lightly. In fact, a great deal of discussion and deliberation transpired before a vote was taken by the WDPA board of directors. It was noted that WDPA had secured all of the contest judges, had a tremendous number of volunteers to be contest assistants, had secured a judging site in WI Dells and received a tremendous amount of contest entry forms. The months-long preparation for the contest judging week had been completed and everything was set to proceed with the event.

However, there were numerous and legitimate concerns shared by WDPA directors concerning how COVID might affect the judging week and the contest. Many businesses and organizations have been forced to cancel meetings and events due to COVID-19. WDPA did everything possible to make this contest happen since it has such a positive impact on the dairy industry. But, with the July 17 entry deadline looming and with COVID still wreaking havoc in our society, WDPA made the difficult decision to cancel the 2020 World Dairy Expo Championship Dairy Product Contest.

WDPA executive director Brad Legreid stated that "this decision was finalized based solely on our great concerns for the health and safety of the 100+ contest judges and assistants who volunteer each year. Because of the strong response we were receiving in entry forms, we know that the 2020 contest was going to be another extremely successful event. However, people come first, and our sole focus is on ensuring that our association does not contribute, in any way, to the increased anxieties, and possible infections, due to COVID-19. Due to the current health environment in America, cancellation of the contest was the prudent thing to do. The Wisconsin Dairy Products Assn. will look forward to an even bigger and better World Dairy Expo Championship Dairy Product Contest in 2021."