



DIAA Queensland Branch Dairy Product Competitions

Exhibitors' Guide 2024



Invitation to participate



On behalf of the DIAA QLD Branch Committee, we wish to invite you and your company to enter the annual DIAA QLD Dairy Product Competition.

These technical competitions are the best way to benchmark your products against others in the industry, and they are one of the few opportunities

to qualify for the Australian Grand Dairy Awards. Another important commercial benefit is that gold and silver medal winners can use the images of the medals on product packaging or via media to promote your products. And unlike many other competitions, all entrants receive feedback from the judges about their results.

The use of gold and silver medals on the winning products' packaging or via social media is an excellent way of advertising the quality of your products to your customers. We encourage the use of the gold and silver artwork in social media or other promotional activities.

The competition can only run thanks to the generous assistance of our sponsors, as well as the judges and stewards who provide their time and expertise pro bono. A special thanks to the staff and facilities of Ecolab, who provided the venue for the judging.

The presentation of industry-sponsored trophies, and gold and silver awards will be held at the annual DIAA QLD Awards Dinner in Brisbane on Friday 6th September 2024. DIAA QLD Branch Committee look forward to your company joining us at this year's DIAA QLD Dairy Product Competition.

Janos Kaldy – Chief Judge
Karen McIntyre – Competition Admin



Competitions administrator

Karen McIntyre, Dairy Industry Association of Australia

E-mail: competition@diaa.asn.au

Web: www.diaa.asn.au

Key dates and information

Eligibility

To be eligible to participate, at least one staff member must be a member of the DIAA.

All products submitted as entries must be for sale in Queensland and distributed from a Queensland-based factory or depot by the company submitting that entry (supermarket depots not accepted).

Entry cut-off date

Monday, 1st July 2024

Exhibit dispatch

Judging will be held at Ecolab, 32 Perivale St, Darra, QLD. Exhibits must be received by 4 pm on product delivery dates.

Awards presentations

The annual DIAA QLD Dairy Product Awards will take place during the DIAA QLD Conference Dinner on 6th September 2024. All industry sponsored trophies, gold awards and silver certificates will be presented during the Awards Dinner.

New, amended or discontinued classes

All classes remain the same for 2023.

DIAA membership requirement

All manufacturers entering DIAA Competitions must have a member of the DIAA on staff. For more information on joining the DIAA, please visit www.diaa.asn.au

Fee payment

All entries must be paid by credit card online at the time of entry.

'Minimum exhibit definition'

The term 'Minimum Exhibit' means that the exhibit must be of the total weight or total volume as detailed in the class description. For example a "minimum weight of 500 g" may be two cheeses of 300 g each or 250 g each or one cheese of 500 g or more.

If the Exhibitors' Guide requires a number of exhibits to be submitted, e.g. "**two packs, total minimum weight of 500 g**" then the specified number of packs must be submitted.

Wholesale products must be accompanied by an adequate trade description of the product type, flavour, ingredients, etc.

Products that do not comply with these requirements will have a point deducted from one of the judges' scores.

Competition Results

Please do not phone the DIAA for results. All results will be emailed to exhibitors after the collation of judge's scores and once winners of major awards have been announced at the DIAA QLD Dairy Product Awards Dinner on 6th September 2024.

Australian Grand Dairy Awards

Gold award recipients in this competition may be invited to enter into the Australian Grand Dairy Awards (AGDA), administered by Dairy Australia. All eligible entrants will be contacted by the AGDA directly.

THANK YOU TO OUR VENUE PARTNER



CONDITIONS

1. Entering the competition

Entry to the Queensland Product Competitions is via the DIAA website at:

<https://diaa.asn.au/current-competitions/>

Entry fees

Entry fees are per exhibit (not per class): \$45.00 per exhibit, including GST.

On completion of your online form you have the option of paying immediately by credit card. All entries must be finalised payment by 1st July 2024.

A product is to be entered into one class only. Please provide the TYPE, FLAVOUR, SIZE and FAT% of products as indicated in the online Entry Form. Exhibitors should refer to this Exhibitor's Guide when completing the Entry Form.

NB: The judges may move products to correct class categories if incorrectly entered.

2. Number of exhibits

Branch factories may enter separately.

Each product made at each factory may be entered into one (1) Class only, multiple entries for the same product will be disqualified.

All product entered in this competition must be produced in a commercial premises registered with a State Dairy or Health Authority.

3. Identification of exhibits

For each product entered, exhibitors will be issued with a PDF template for stickers showing Class Number, Exhibit Number and Class Description.

We will inform you of the required label to match once you have entered. Attach the labels in the following way:

1. One sticker on the individual product
2. One sticker on the outside packaging (i.e. carton of product)
3. One sticker on the shipping box (ie esky)

To enable the Dairy Product Competition Coordinator to check off your entries, you must enclose a product listing of all items contained within each esky/box/package.

All deliveries must arrive at the judging venue before 4 pm on the designated receival dates below.

4. Dispatch of exhibits

All products are to be sent directly to:

Attention: John Richardson / Brad Campbell

Ecolab

**GATE 1 for small trucks and GATE 3 for large trucks
32 Perivale Street, Darra, QLD 4076**

Exhibits must be received by 4 pm on the following days:

**Monday 8 July and Tuesday 9 July 2024
between 7:30am and 4:00pm**

The judges reserves the right to disqualify late entries.

Please do not jeopardise your product's chances of an award by using inadequate packaging or having your entries arrive late for judging.

To assist staff at Ecolab, we ask all exhibitors to please ensure prompt delivery prior to their deadline. This deadline has been extended to a maximum to ensure exhibits are in prime condition at the time of judging.

For best results with chilled, non-frozen products, do not use dry ice or ice in plastic bags. Instead, we suggest commercial ice bricks or $\frac{3}{4}$ filling one or several plastic milk bottles with water, sealing and freezing them. Wrap these 'ice bricks' and your exhibits in newspaper, place in a polystyrene foam esky and seal with tape. When the ice melts, it should not leak into the esky and damage exhibits.

Please ensure eskies are clearly labelled, so that exhibits are not up-ended. Some yoghurts, etc. have been received upside down with lids off.

Plastic ice-cream containers and the product inside often suffer damage by coming in direct contact with dry ice. This can be minimised by wrapping the containers in several layers of newspaper to create a barrier between the dry ice and the plastic container.

Competition stewards will endeavour to contact exhibitors whose products have been damaged or lost in transit to give them the opportunity to replace the affected products.

Note:

- Some polystyrene boxes have arrived broken and exhibits were swimming in water.
- Please ensure that your transport/courier company is aware that they are carrying competition exhibits and that special care should be taken during handling.

Please ensure adequate packaging for your products.

5. Product specifications

All exhibits must be made in Australia from local and imported ingredients.

All products exhibited must comply with the relevant clauses as defined in the current issue of the Food Standards Australia New Zealand Food Standards Code.

All exhibits must be commercially available and not specially manufactured or packed for the competition. The DIAA reserves the right to purchase a commercial sample of any individual product for the purpose of comparison with the exhibited sample. Any significant variation may result in disqualification or removal of points. Entrants may be required to nominate a retail outlet where commercial packs can be obtained for comparison.

No product is to be sampled by the exhibitor before being presented for judging. This may lead to disqualification of the entry.

6. Product labelling

Please note that some consumer packs require labelling for the judging.

Exhibits will be accepted in commercial packages to facilitate entry. Entries will also be accepted in plain packs with an appropriate label identifying the class and product.

To help clarify which exhibits require what kind of labelling, the following is used for each class in this guide:

L = Must be a labelled pack, same as the product would appear on retail shelves

UL = May be labelled or unlabelled

Please note the following applies to all entries. Failure to comply may result in points loss or disqualification.

When the Exhibitors' Guide specifies the number of packs to be sent (for example, 3 x 200 g tubs) or a specific minimum weight (for example 500 g), then all three units or the minimum weight must be sent to avoid losing points.

Product labels must be affixed to each retail pack. These labels are to comply with the Food Standards Code requirements.

Where a non-retail pack is sent (for example, a five-litre tub of gelato), a product description must be supplied that clearly identifies all ingredients in the Food Standards Code format.

7. Judging

All exhibits become the property of DIAA QLD.

All judging will be done under the jurisdiction of the DIAA QLD Branch and the panel of judges appointed by the DIAA under the Chief Judge and Chief Steward.

The judges' decisions are final.

Judging dates:

Wednesday 10th July 2024

8. Schedule of Awards

To align with all other DIAA product competitions, the scoring will be done on a 20-point system.

POINT SCORE & GRADING SYSTEM

Gold Award	18–20 points
Silver Award	16–17.9 points

Each product will be judged by at least three judges. All product will be allocated 20 points prior to grading.

Points will be deducted in half-point increments depending on the severity of defects.

All products, other than Frozen

Judging will be on the 20 point system:

Flavour and Aroma	10 points
Body and Texture	6 points
Condition, Colour & Finish	4 points
Total	20 points

Frozen i.e. Ice-Cream and Gelati

Judging will be on the 20 point system:

Flavour	10 points
Body & Texture	6 points
Condition	3 points
Melting	1 point
Total	20 points

9. Sponsorship & Publicity

The DIAA will conduct some publicity around the competition results. Entrants are encouraged to contact their local media outlets to publicise their awards, with the DIAA supporting them with photographs/medal images upon request.

Major awards winners will be announced in the *Australian Dairy Foods* magazine.

All awards will be presented during the DIAA QLD Awards Dinner, to be held on Friday 6th September 2024.

All trophies will be presented during the Awards Dinner. Competition exhibitors and sponsors will receive an invitation to attend this function. All gold and silver certificates will be emailed to winners to print or DIAA will print on request only.

Entrants may be asked to provide product for display and tasting at the presentation function.

10. DIAA Gold and Silver Medals

The DIAA have Gold and Silver Medal artwork available for exhibitors to use for on-pack promotion or for social media. Artwork will be available electronically once results are announced.

Example medals are shown below:



The guidelines for the use of Gold and Silver Medals on product packaging or media are as follows:

Winning product defined

Only the specific product and brand awarded can display the DIAA Gold or Silver Medal on packaging and promotional media.

Symbol design and where to obtain

The medal images are available on the DIAA Website and are in a shape of a gold or silver medallion with the DIAA logo inside. In the inner rim of the medallion is the competition name and year.

Conditions of use

A guideline for the use of medal winners is available at <https://diaa.asn.au/product-competition-winner-promotional-guides/>

Companies found not to be complying with these guidelines could be disqualified from entry into future competitions.

Medal artwork will be available via the DIAA website.

11. Collection of awards

Industry sponsored trophies will be presented to company representatives at the Awards Dinner to be held at the DIAA QLD Awards Event.

If a company representative is unable to receive the award or certificate in person at the awards dinner, they may be posted to the company at the company's expense.

12. Industry sponsored trophies

The Judges reserve the right not to award Gold and Silver in any category if exhibits are considered not suitable. Only exhibits that win a gold award are eligible for industry sponsored trophies. As well as the Gold and Silver Awards, the following industry sponsored trophies will be presented:

- Champion soft/white cheese
- Champion cheese, other
- Champion Greek-style yoghurt
- Champion stirred yoghurt
- Champion whole white milk
- Champion modified white milk
- Champion coffee-flavoured milk
- Champion flavoured milk, other
- Champion cream
- Champion ice-cream
- Champion gelato
- Champion dairy dessert
- Grand champion small producer
- Grand champion large producer

SCHEDULE OF CLASSES

CHEESE

Class 1 – Cheese, soft or white (L)

Including brie, camembert, fetta, ricotta, cottage, cream, bocconcini, fiore di latte.

Exhibit must be a total minimum weight of 500 g and a complete cheese. If sold commercially in smaller sizes, include more than 1 whole cheese (2 packs are ideal). Specify the cheese variety on the Entry Form.

Class 2 – Cheese, other (L)

Including cheddar, hard, shredded, mozzarella, provolone, haloumi, smear ripened, blue.

Exhibit must be a total minimum weight of 500 g and a complete cheese. If sold commercially in smaller sizes, include more than 1 whole cheese (2 packs are ideal). Specify the cheese variety on the Entry Form.

YOGHURT

Note! For all yoghurt classes if supplying yoghurt in sizes 500 g or heavier, two packs must be supplied.

Class 3 – Yoghurt – natural or flavoured (set/stirred) (L)

Exhibits must be in four packs of no less than 120 g each. Specify any product flavour on the Entry form.

Class 4 – Yoghurt – Greek-style – plain or flavoured (L)

Exhibits must be in four packs of no less than 120 g each. Specify any product flavour on the Entry Form.

MILK

Class 5 – Pasteurised whole milk (L)

Exhibits must be white milk, full fat. Exhibits must be a minimum of two packages of marketable size, totalling no less than 1 litre.

Class 6 – Modified milk (L)

Exhibits must be white milk. Exhibits must be minimum of 2 packages of marketable size, totalling no less than 1 litre. Exhibits may contain non-milk dairy additives. Specify fat content on Entry Form. Flavoured modified milks not accepted in this class.

Class 7 – Flavoured milk – coffee (L)

Exhibits must be in two packs of no less than 200 mL each. Specify fat content on the Entry Form.

Class 8 – Flavoured milk – flavours other than coffee (L)

Exhibits must be in two packs of no less than 200 mL each. Specify fat content on Entry Form.

CREAM

Class 9 – Cream (L)

Exhibits must be in 2 packs of approximately 200 mL total capacity. Judges will consider viscosity, flavour and suitability for local market consumption. Specify fat content on the Entry Form.

ICE-CREAM & GELATI

Class 10 – Ice-cream (L)

Exhibits must be in 2 consumer packs. Total volume must be at least 1 litre. Exhibits must be in a commercial wrap or package. Specify fat content and any flavours and/or inclusions on the Entry Form.

Class 11 – Gelati (L)

Exhibits must be in 2 consumer packs. Total volume must be at least 1 litre. Exhibits must be in a commercial wrap or package. Specify fat content and any flavours and/or inclusions on the Entry Form.

DAIRY DESSERTS

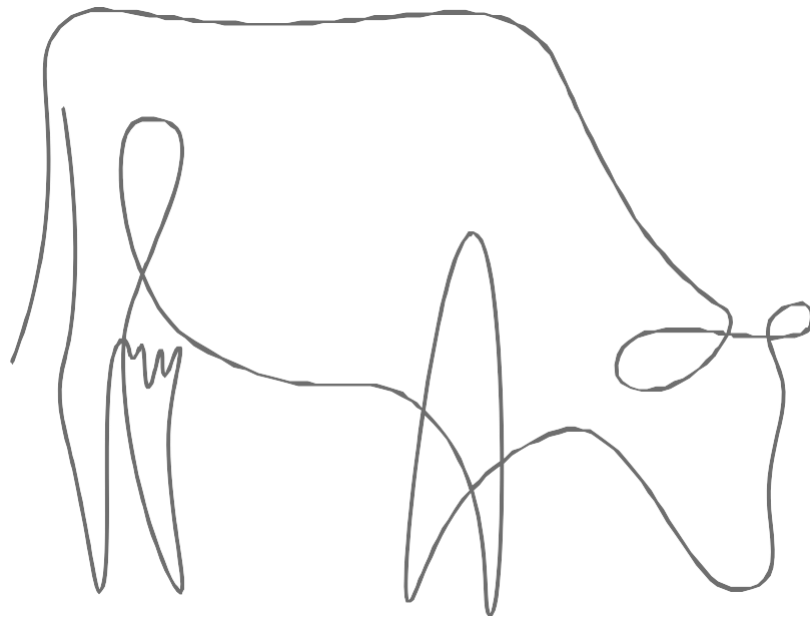
Class 12 – Dairy desserts (L)

Exhibits must be in two consumer packs of no less than 200 g each. Exhibits may be any dairy dessert including vanilla custard and dairy snacks with more than 25% dairy product. Specify type and flavour on the Entry Form.

EXHIBITS MUST BE IN RETAIL PACKS UNLESS OTHERWISE STATED. L = LABELLED; UL = UNLABELLED;



**Dairy Industry
Association
of Australia**



For more information about the DIAA and updates on the Dairy Product Competitions visit:

www.diaa.asn.au