



**Dairy Industry
Association of
Australia**

DIAA NSW Branch Dairy Product Competitions

Exhibitors' Guide 2026



Invitation to participate



On behalf of the DIAA NSW Branch Committee, I wish to invite you to enter your company's product in the annual DIAA NSW Dairy Product Competition.

The DIAA NSW Dairy Product

Competition has been held by DIAA NSW Branch and its predecessors since 1932, when it was only a cheddar cheese and butter show. More than 90 years of competitions! The competition now covers dairy products in 59 classes.

Last year, nearly 200 exhibits were entered from factories from all States. There were many gold awards presented, which was a testament to the quality of dairy foods being manufactured in Australia.

The use of gold and silver medals on the winning products' packaging is an excellent way of advertising the quality of your products to your customers.

The results of the judges' deliberations and the judges' comments are provided to all entrants, which is a valuable resource for ongoing product development.

Gold award winners in the DIAA NSW Competition are also invited to enter the Australian Grand Dairy Awards, administered by Dairy Australia.

This year, the competition will be judged at **Eurofins Food Testing on 29 - 30 July 2026**. The dairy products will be judged by panels of three technical judges who have extensive experience in the sensory assessment of dairy products and their manufacture.

The competition can only run thanks to the generous assistance of our sponsors, who are identified within this booklet, as well as the judges and stewards who provide their time pro bono, and the staff and facilities of the Eurofins Food Testing Australia.

The presentation of industry sponsored trophies, gold and silver awards will be held at the annual **DIAA NSW Conference Dinner on 17 September 2026**.

The DIAA NSW Branch Committee look forward to your company joining us at this year's DIAA NSW Dairy Product Competition.

Michael Hobbs,
Chief Steward



Competitions administrator

Helen Stamatopoulos Email: competitions@diaa.asn.au

Web: www.diaa.asn.au

Key dates and information

Entry dates

ENTRY OPEN Thursday 4 June 2026

EARLY BIRD 4 June - 22 June 2026

STANDARD 23 June - 10 July 2026

CLOSES Monday 20 July 2026

Please enter via the DIAA website or here:

<https://entries.diaa.asn.au/Account/ExhibitorLogin>

Exhibit Submission

Monday, 27 July – Tuesday, 28 July 2025

Between 8.00am - 4.00pm

Exhibits must be received by 4 pm on product delivery dates.

If your delivery cannot be made within this timeframe, an alternative must be organised with the committee and agreed before Monday 27 July

Judging

Wednesday, 29 July- Thursday 30 July 2026

Judging will be held at

Eurofins Food Testing Australia Pty Ltd

179 Magowar Road

Girraween

NSW

2145

New, amended or discontinued classes

There are some significant changes to the classes and class numbering. Please pay attention to the Classes and their numbers when entering.

Fee payment

Entry fees are per exhibit (not per class)

Standard Cost per entry: \$40.00 per exhibit, including GST.

Early Bird Cost per entry: \$35.00 per exhibit, including GST.

Late entries (11 to 20 July) cost per entry: \$50.00, including GST.

Entries can only be made online and must be accompanied by a credit card payment via our system, this will generate your tax invoice.

'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.

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

Competition Results

Please do not phone the DIAA for results. All results will be sent to exhibitors after the collation of judge's scores and once winners of major awards have been announced at the **DIAA NSW Conference Dinner 17 September 2026**.

Awards presentations

The annual DIAA NSW Dairy Product Awards will take place during the **DIAA NSW Conference Dinner 17 September 2026**. All industry sponsored trophies, gold awards and silver certificates will be presented during the Awards Dinner.

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.

CONDITIONS

1. Entering the competition

Exhibitors may enter the competition online, at

<https://entries.diaa.asn.au/Account/ExhibitorLogin>

Completed Entry Forms must be supported by the appropriate entry fee paid on the day of submission.

A product is to be entered into one class only, with the exception of the Champion Cheesemaker Class.



DIAA NSW DAIRY PRODUCT COMPETITION

The TYPE and FLAVOUR of products as indicated must be named on the Entry Form. Exhibitors should refer to this Exhibitor's Guide when completing the Entry Form.

NB: The judges may, at their discretion move products to correct class categories if incorrectly entered.

2. Number of exhibits

Factories from the same parent company may enter separately. Each factory may have only one (1) entry per Class, except those classes where provision is made for a different type, variety, flavour or brand of a product to be entered.

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.

Print out the PDF using **Label code PPS78165 / Avery L7165/J8165 Labels** as specified in your conformation email that will follow your entry.

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

All deliveries must arrive at the judging venue before 4.00 pm on the designated receival dates below.

4. Dispatch of exhibits

All products are to be sent directly to:

Attention: **Michael Hobbs**
Eurofins Food Testing Australia Pty Ltd
179 Magowar Road
Girraween NSW 2145

Exhibits must be received by 4 pm on product delivery dates. Monday, 27 July – Tuesday 28 July 2026

8.00am - 4.00pm

The judges reserve 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.

For best results with chilled, non-frozen products, do not use dry ice or loose 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 with a minimum 50% Australian dairy component.

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.

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

Product Exhibit

All entries to be:

- 2 retail packs if the pack is equal to, or more than 250g or ml, or 1 retail pack is acceptable if the pack is greater than 2 kg or litres.
- Retail packs to a total of 400g or ml when the pack is less than 250g or ml
- 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.

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 NSW. All judging will be done under the jurisdiction of the DIAA NSW State Division Executive and the panel of judges appointed by the DIAA under Chief Judge Petra Sugiarto and Chief Steward Michael Hobbs. The judges' decisions are final.

Judging Dates:

Wednesday, 29 July 2026

Thursday, 30 July 2026

8. Point Score & Award 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

Judging will be on the 20 point system:

Flavour and Aroma	10 points
Body and Texture	6 points
Condition, Colour & Finish/Melt	4 points
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 and on the DIAA results website.

All awards will be presented during the DIAA NSW Conference Dinner.

All trophies, gold awards and silver certificates will be presented during the Awards Dinner. Competition exhibitors and sponsors will receive an invitation to attend this function. 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 images available for exhibitors to use for on-pack promotion. Artwork is available electronically in .jpg and .eps formats. Along with medal artwork, you will also receive guidelines on how to use the artwork and how to go about seeking publicity.

The example medals are shown below:



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

Winning product defined

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

Symbol design and where to obtain

The medal images are available from the Competition Administrator 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

More information regarding on-pack promotion will be forwarded to gold/silver award winners along with how to obtain the medal artwork, after the presentation function has been concluded.

11. Collection of awards and certificates

Industry sponsored trophies will be presented to company representatives at the DIAA NSW Awards Dinner.

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



DIAA NSW DAIRY PRODUCT COMPETITION

Certificates for Gold and Silver exhibitors will be emailed to the entry contact who completed the entry form.
Printed copies will be managed by request.

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 dairy product

Champion dairy dip

Champion cheddar cheese

Champion semi-soft or hard cheese

Champion soft cheese

Champion cheesemaker

Champion cheese

Champion butter

Champion yoghurt

Champion white milk

Champion flavoured milk

Champion milk

Champion cream

Champion dairy dessert

Champion dip, cream and dessert

Most innovative product

Champion ice-cream

Champion frozen dairy confection

Champion non-bovine product

Most consistent exhibitor – the *highest average score for a minimum of six entries per exhibitor. In the event of two or more exhibitors gaining an equal score, the exhibitor with the highest number of gold awards will receive the award.*

DIAA NSW Dairy Product Competition Schedule 2026

Cheese

- Class 1 Soft cheese**
Soft Cheese like Stracchino, not included in other Classes eg Cream, Neufchatel etc. (not flavoured)
- Class 2 Soft Cheese - Flavoured**
Soft Cheese - flavour added eg Cream, Neufchatel, Cottage
- Class 3 Ricotta**
Ricotta, Baked Ricotta, Paneer
Cheese (pressed/not pressed, flavoured/not flavoured)
- Class 4 Feta Cheese - Unflavoured**
Feta Cheese - Traditional or Danish Style (not flavoured)
- Class 5 Feta Cheese - Flavoured**
Feta Cheese - Traditional or Danish Style with flavour added
- Class 6 Feta Cheese Marinated**
Marinated Feta Cheese - Traditional or Danish Style in Marinade (flavoured or not flavoured)
- Class 7 Pasta Filata Cheese (stretched curd)**
Pasta Filata (Stretched Curd) Type Cheese, eg Mozzarella, Provolone (aged), Bocconcini (not flavoured), Burrata
- Class 8 Hard Cheese - Unflavoured**
Hard or Firm Cheese eg Romano, Parmesan, Pecorino, Gruyere (not flavoured)
- Class 9 Hard Cheese - Flavoured**
Hard or Firm Cheese eg Cheddar, Romano, Parmesan, Pecorino, Gruyere with flavour added (eg Chilli, Herb, etc)
- Class 10 Haloumi Cheese**
Haloumi Cheese (with or without added flavour)
- Class 11 White Mould Ripened Cheese**
Cheese - White mould only ripened, eg Brie, Camembert (with or without ash and other flavours)
- Class 12 Blue Mould Cheese**
Cheese - Blue mould ripened
- Class 13 Washed Rind Cheese**
Soft Cheese - Washed, smear ripened or mixed rind
- Class 14 Club Cheese**
Club Cheese (flavoured/not flavoured)
- Class 15 Swiss Cheese Style with or without Eye Formation - Unflavoured**

Swiss Cheese type - Edam, Gouda, Raclette, Havarti, Appenzeller (not flavoured)

- Class 16 Swiss Cheese Style with or without Eye Formation - Flavoured**
Swiss Cheese type - Edam, Gouda, Raclette, Havarti, Appenzeller (flavoured)
- Class 17 Cheddar cheese – matured**
Cheese should have a flavour profile of a cheese 6-12 months of age.
- Class 18 Cheddar cheese – vintage**
Cheese should have a vintage profile, similar to a cheese of more than 12 months of age.
- Class 19 Shredded/grated cheese**
Shredded cheese including Cheddar, Mozzarella, Parmesan or Blends.
- Class 20 Champion cheesemaker**
One cheese to be submitted by a cheesemaker from cheese manufactured at their factory. FLAVOUR/VARIETY to be specified on the entry form as well as the cheesemaker's name.

Yoghurt

- Class 21 Yoghurt Natural Plain**
Yoghurt - unflavoured full fat, Pot Set or Stirred Style
- Class 22 Yoghurt Greek Style Plain**
Yoghurt - Unflavoured Greek Style full fat, Pot set or Stirred
- Class 23 Yoghurt Flavoured or Fruit, Pot Set**
Yoghurt - Flavoured/Fruit, Pot Set Style
- Class 24 Yoghurt Flavoured or Fruit Stirred Style**
Yoghurt - Flavoured/Fruit, Stirred Style
- Class 25 Yoghurt Low Fat**
Yoghurt - skim or reduced fat natural, greek style, pot set or stirred, flavoured or fruited (Milkfat < 3.0%), may include added protein
- Class 26 Cultured Dairy Beverage**
Cultured Dairy Beverage – Includes Drinking Yoghurt Flavoured/Unflavoured, Buttermilk, Lassi

Milk

- Class 27 Whole Milk**
Whole Milk - Full Fat Plain White Milk - Homogenised or unhomogenised, Fresh or ESL or UHT (no flavours)

- Class 28 Modified Milk**
Modified White Milk - Skim, Low & Reduced Fat, Fresh or ESL or UHT, homogenised or unhomogenised (no flavours)
- Class 29 Modified Milk beverage (with additives)**
Modified White Milk Beverage (Fresh/ESL/UHT) - containing non milk additives eg lactase, Omega 3, minerals, vitamins etc.
- Class 30 Flavoured Milk - Chocolate - Full Fat**
Chocolate Flavoured milk with fat 3.2% or higher.
- Class 31 Flavoured Milk - Chocolate - Reduced Fat**
Chocolate Flavoured milk - Reduced <3.2% Fat
- Class 32 Flavoured Milk - Coffee - Full Fat**
Coffee Flavoured milk with fat 3.2% or higher.
- Class 33 Flavoured Milk - Coffee - Reduced Fat**
Coffee Flavoured milk - Reduced <3.2% Fat
- Class 34 Flavoured Milk - other than chocolate or coffee - any fat**
Any flavoured milk other than Coffee and Chocolate, can be any fat range (this includes Mocha) and please indicate the flavour and fat range.

Cream

- Class 35 Pure Cream**
Pure Cream, Rich Cream with no additives. Cream must contain greater than 35% milk fat. Fresh/ESL/UHT
- Class 36 Cream Cultured or Flavoured**
Cream - cultured or flavoured. Cream must contain a minimum of 35% milk fat. Fresh/ESL/UHT.
- Class 37 Thickened cream containing stabilisers or thickeners**
Cream must contain a minimum of 35% milk fat. Only cream with stabilisers or thickeners (Fresh/ESL/UHT)
- Class 38 Reduced Fat Cream**
Lite Cream – reduced fat, with or without stabilisers or thickeners, must contain less than 25% milk fat (Fresh/ESL/UHT)

Ice-Cream, Gelato, Confection

- Class 39 Reduced Fat Ice Cream/Gelato - Flavoured or Fruit**
Ice Cream/Gelato - Milk Fat 3 - 9.9% containing flavours or fruit or inclusions
- Class 40 Low Fat Ice cream/Gelato - Flavoured or Fruit**
Ice Cream/Gelato - Milk Fat below 3%, with flavour or fruit or inclusions

- Class 41 Vanilla Ice Cream/Gelato**
Ice Cream/Gelato - Vanilla flavoured any milk fat content
- Class 42 Standard Ice Cream/Gelato - Flavoured/Fruit**
Ice Cream/Gelato - Flavoured or Fruit or Inclusions (other than vanilla) - Milk Fat 10-12%
- Class 43 Gourmet Ice cream/Gelato - Flavoured with Real Fruit**
Ice cream/Gelato - Flavoured with Real Fruit - Milk Fat content greater than 12%
- Class 44 Gourmet Ice Cream/Gelato - Non-fruit Flavoured**
Ice cream/Gelato - Flavoured without Real Fruit - Milk Fat content greater than 12%
- Class 45 Novelty ice-cream/frozen confectionery**
Novelty ice-cream/frozen confectionery sticklines, cones, etc. Exhibit may be coated or uncoated. If available in multipacks, a multipack should be provided. If not available in multipacks, a commercial size pack or carton should be provided.
- Class 46 Frozen Yoghurt**
Frozen Yoghurt in cups, tubs, etc. Designed to be consumed frozen.

Dairy Desserts

- Class 47 Frozen Dairy Desserts**
Novelty Dairy Products/Desserts – Intended to be consumed frozen (eg. Icecream cakes, etc)
- Class 48 Chilled Dairy Dessert**
Novelty Dairy Dessert – Intended to be consumed chilled eg Cheesecake, Panna cotta, etc.

Non-Bovine Products

- Class 49 Non-Bovine Milk**
Goat, sheep, camel or other non-bovine milk - can be flavoured or unflavoured but not cultured product
- Class 50 Non-Bovine Fresh and Soft Cheese**
Goat, sheep, camel or other non-bovine Fresh or soft cheese including flavours
- Class 51 Non-Bovine Semihard and Hard Cheese**
Goat, sheep, camel or other non-bovine semihard and hard cheese, including flavoured
- Class 52 Non-Bovine Products - Other**
Cultured Non Bovine Dairy Products including flavours not suitable for classes 49 to 51. Example butter, yoghurt, powder, dessert, etc.
- Class 53 Mixed Bovine and Non-Bovine Products**
Mixed milk source, must contain mix of bovine and non-bovine, any product type with or without

flavours. Please indicate the milk source in the product type.

Butter

Class 54 Butter

Salted, unsalted, unflavoured, flavoured or cultured butter. Please indicate this in the flavour section of the submission.

Dips

Class 55 Dairy dips - Neufchatel or cream cheese or yoghurt base

Exhibit must contain at least 20% dairy content. Specify the product flavour on the Entry Form.

Class 56 Dairy dips - Other dairy base

Exhibit must contain at least 20% dairy content. Specify the product flavour on the Entry Form.

Powder

Class 57 Retail powder

Powder and any fat content, may contain lactoferrin or other nutritional components. Exhibit must be two packs of minimum 500 g each.

Product Development

Class 58 Innovation

Innovation of product, packaging or concept - please provide a brief with the product to summarise the innovative aspect of your product.

Other

Class 59 Dairy product – other

Exhibits that do not fall into any other class (e.g. ghee, dairy butter blends, sweetened condensed milk). Specify the type/flavour/fat content of the product on the Entry Form.
