

International Cheese Technology Expo

Wisconsin Cheese Makers Association and Wisconsin Center for Dairy Research host the world's largest cheese exposition!

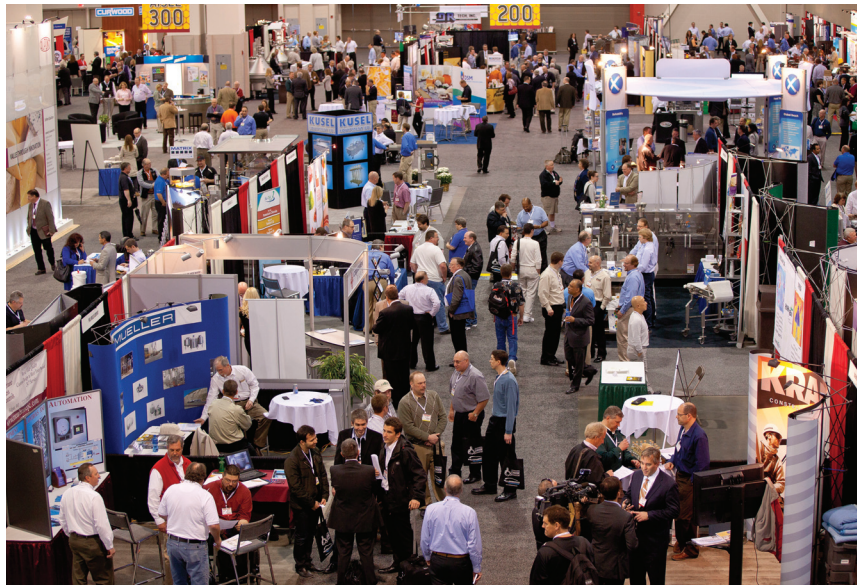
This mega Expo devoted to the makers of cheese, butter and whey will fill the Wisconsin Center in downtown Milwaukee April 22-24, 2014.

The International Cheese Technology Expo or ICTE will grow by 50 percent in 2014, occupying all exhibit space at Wisconsin's largest exposition hall. Dairy processors, dairy marketers, distributors and retailers will gain a global view on the technologies, equipment, ingredients, services and innovations that drive growth in global dairy sales.

Initiated in 1980, the ICTE remains a non-profit venture, held for the education and advancement of the dairy industry. Dairy processors, marketers and retailers may walk the expanded exhibit hall for free, and lunches and evening receptions are also free.

For a very affordable fee, processors and exhibitors may purchase a full registration to take in world class seminars developed in cooperation with Wisconsin Center for Dairy Research, Innovation Center for U.S. Dairy, U.S. Dairy Export Council and Wisconsin Milk Marketing Board. Seminars during the ICTE are held on the mornings of April 23 and 24, with exhibits open in the afternoon. Seminars on April 23 include: A Renewed Emphasis on Food Safety for Cheese, and Advancements in Wastewater Processing. April 24 seminars will discuss New Learnings in Cheese Production, Growth in Whey Processing: Beyond Proteins, and Exports: Dairy's Promising Frontier.

Milwaukee is an exciting venue for our largest ICTE. The Wisconsin Center rests in the heart of Milwaukee's vibrant downtown with dozens of restaurants and hotels within walking distance. Just



two block off Interstate 43, the Center is surrounded with convenient parking and served by General Mitchell International Airport.

Hundreds of cheesemakers from around the world visit ICTE to view exhibits and to participate in celebrations surrounding the World Championship Cheese Contest, held March 18-19, 2014. Gold medal cheeses from the Contest are auctioned to raise funds for dairy industry education, research and scholarships on April 23 during the ICTE and the following night, ICTE hosts all award-winning cheesemakers and buttermakers for the Champions Awards Banquet.

Exhibits, seminars and our celebratory evening events make ICTE an uplifting networking experience – the heart of the world's cheese industry. Join Wisconsin Cheese Makers Association and Wisconsin Center for Dairy Research April 22-24 for the world's finest dairy meeting, the International Cheese Technology Exposition!

Complete information on exhibits, registration and lodging are available at www.cheeseexpo.org.

