

# 2021 Championship Cheese Auction

Join us virtually for the Auction event of the year – the sale of 10 premier winning cheeses of the World and U.S. Championship Cheese Contests, benefitting the education and training programs of the Wisconsin Cheese Makers Association. Buying these amazing dairy products allows you to applaud these renowned manufacturers and has helped WCMA support excellence in our industry. WCMA has used Auction dollars to build popular training programs for dairy manufacturers and suppliers, make key donations to dairy education facilities across the country, and support dairy producer improvement organizations.



Celebrate and support industry education during the live Championship Cheese Auction, part of the Chr. Hansen Spotlight Event at CheeseExpo Global Online on Wednesday, April 7 at 3 p.m. (CT).

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## Auction Details

2021 Auctioneer: Tim Slack, *Tim Slack Auction & Realty*

### Process

- All bidders must have a HiBid account to place bids.
- All bids will be made on the online auction site: <https://timslackauctionrealty.hibid.com/auctions>
- All bids are made on a per-pound basis.

### Bidder Website Registration

- New HiBid Account – see page 3 for instructions.
- Bidders with Existing HiBid Account– see page 6 for instructions.

### Bidding

- Pre-bidding will open on Monday, April 5 at 1:00 PM CT.
- Pre-bids will serve as opening bids for the live auction.
- The live, online auction begins Wednesday, April 7 at 3:00 p.m. CT.
- The auctioneer will call the bids as they come in online through the HiBid auction website.
- Bidders must watch and bid live through HiBid because the live streaming on CheeseExpo Global Online will be delayed 30 seconds.

### Payment

WCMA will send an invoice to each buyer after the auction. Payments will not be processed through the bidding website. The invoices will be payable by credit card or check.

### Shipping

WCMA will contact bidders after the auction to coordinate shipping details.

### Questions?

Contact WCMA's Kirsten Strohmenger at [kstrohmenger@wischeesemakers.org](mailto:kstrohmenger@wischeesemakers.org) or (608) 214-4290.

# Auction Items

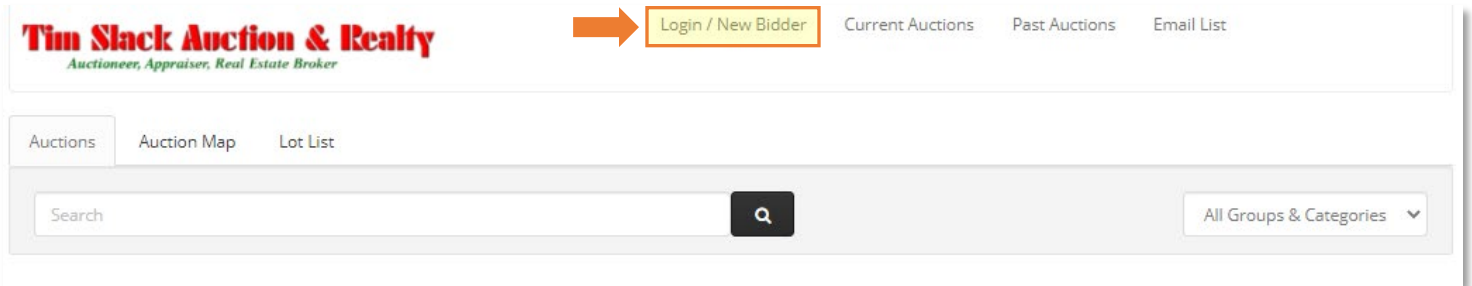
<b>Auction Item 1: Marieke Gouda Mature</b>	
18 lbs.	2013 U.S. Champion Marieke Gouda, Thorp, Wisconsin, USA
<b>Auction Item 2: SarVecchio Parmesan</b>	
20 lbs.	2009 U.S. Champion & 2011 Runner-Up Sartori Company, Plymouth, Wisconsin, USA
<b>Auction Item 3: Evalon</b>	
10 lbs.	2011 U.S. Champion LaClare Farms & Mosaic Meadows, Malone, Wisconsin, USA
<b>Auction Item 4: Baby Swiss Wheel</b>	
5 lbs.	2019 U.S. Champion – Reigning Champion Guggisberg Cheese, Millersburg, Ohio, USA
<b>Auction Item 5: Sharp Cheddar</b>	
40 lbs.	2013 Second Runner-Up Agropur, Inc., Dan Stearns, Weyauwega, Wisconsin, USA
<b>Auction Item 6: Esquirrou</b>	
5 lbs.	2018 World Champion Savencia Fromage & Dairy & Mauleon Fromagerie, France
<b>Auction Item 7: Le Gruyère</b>	
9 lbs.	2008 & 2020 World Champion, 9 lb. wedge from wheel Gourmino & Bergkäserei Fritzenhaus, Michael Spycher, Emmental, Switzerland
<b>Auction Item 8: Sharp Cheddar</b>	
40 lbs.	2007 U.S. Champion Cabot Creamery Cooperative, Cabot, Vermont, USA
<b>Auction Item 9: Rembrandt Gouda</b>	
22 lbs.	2004 World Champion FrieslandCampina, Wolvega, Friesland, Netherlands
<b>Auction Item 10: Grand Cru Surchoix</b>	
18 lbs.	2016 World Champion Emmi Roth USA, Monroe, Wisconsin, USA

## Thank You 2020 Auction Buyers

Kelley Supply, Inc.	Chr. Hansen	T.C. Jacoby and Co.	Custom Fabricating and Repair
Nelson Jameson, Inc.	ProActive Solutions USA	TC Transcontinental	Complete Filtration Resources
Dairy Connection, Inc.	Masters Gallery Foods	Decatur Dairy	APT- Advanced Process Tech.
R. Mueller Service & Equip.	Loos Machine Automation	WI Aging & Grading	Milk Specialties Global
Vivolac Cultures Corp.	The B-Team	Cheese Market News	ProAmpac
ALPMA USA	DSM Food Specialties		

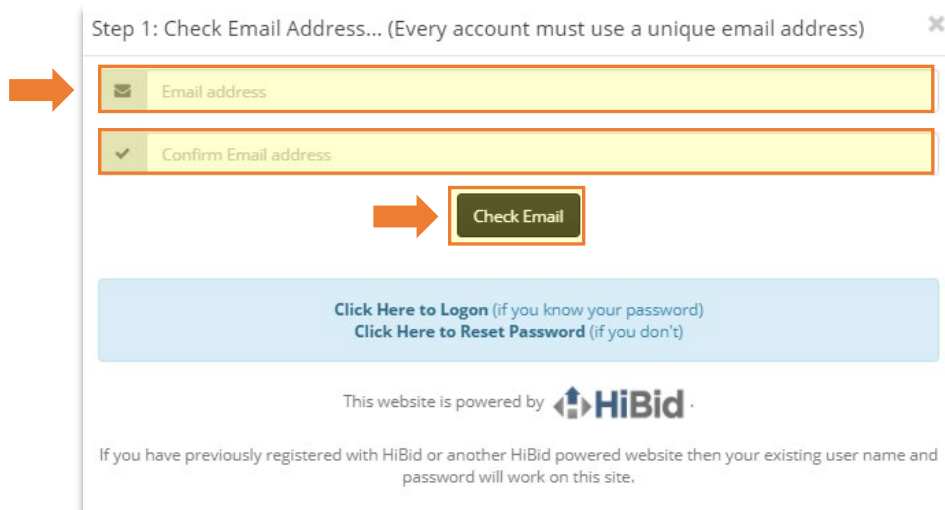
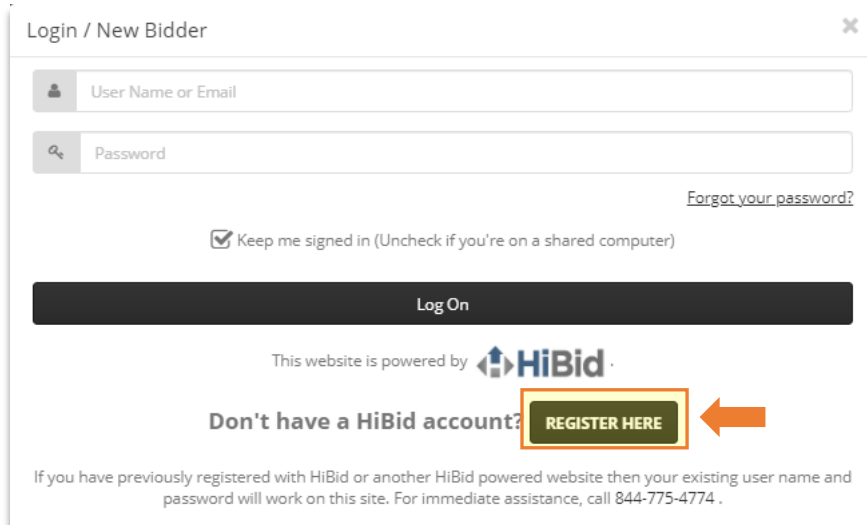
# Bidder Registration – New HiBid Account

1. Go to: <https://timslackauctionrealty.hibid.com/auctions>
2. Select Login/New Bidder



### 3. Account Setup

Participants that bid online in the 2020 Auction will already have an existing HiBid account. (See instructions on Page 6)



#### 4. Account Information:

Complete your company and contact information. Your username should represent your company name. For company recognition during pre-bidding and live bidding, make sure your username is available for public to view.

**Tim Slack Auction & Realty**  
Auctioneer, Appraiser, Real Estate Broker

Kirsten Strohmenger ▾ Current Auctions Past Auctions Email List

### Edit Personal Info

Company: Wisconsin Cheese Makers Association

First Name: First Name

Last Name: Last Name

Country: United States ▾

Address: 5117 West Terrace Dr Ste 402

City: City

State / Province: Wisconsin ▾

Postal Code (Zip): Postal Code (Zip)

Phone 1: 6082861001

Phone 2: Phone 2

Fax: Fax

### Edit User ID or Email Address

User Name: WCMA\_Auction

Email: Email address

Confirm Email: Confirm Email address

Change Password: [Click Here to Change Your Password](#)

### Edit Account Options

Hide Username From Public

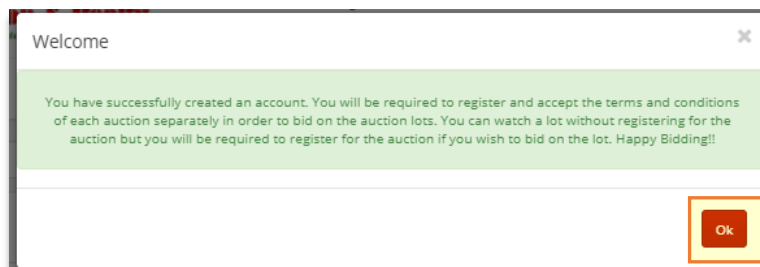
Manage Searches & Email

Save Account Info

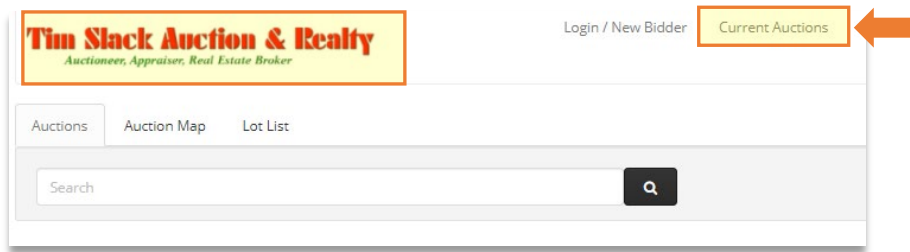
Your username should represent your company name. This is seen by the auctioneer, other bidders, and viewers.

The box should be unchecked to allow your username to be publicly visible.

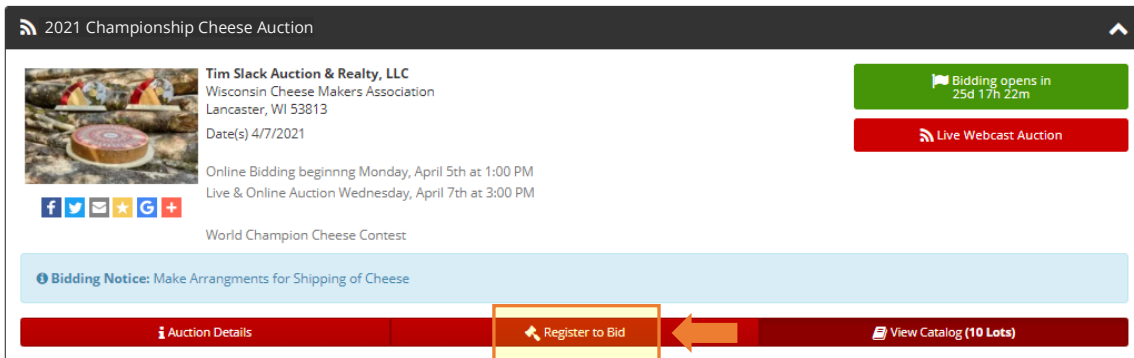
#### 5. Account Confirmation



6. Go to the main auction listings page:



7. "Register to Bid" for the 2021 Championship Cheese Auction:



8. HiBid requires a credit card on file for all users to complete each auction registration. HiBid places a \$1 hold on the card; it will not be charged and will be released within 5-7 days.

No payments will be completed through HiBid. WCMA will invoice every buyer after the auction (payable by credit card or check).

9. Pre-bidding starts on Monday, April 5 at 1:00 PM CT.

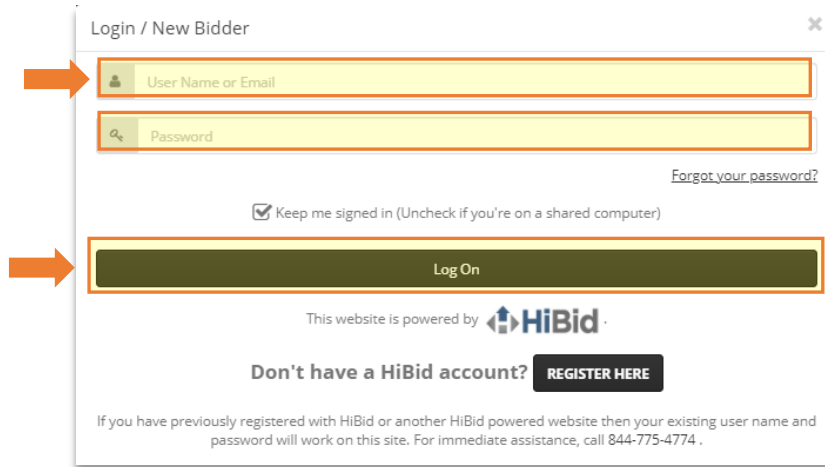
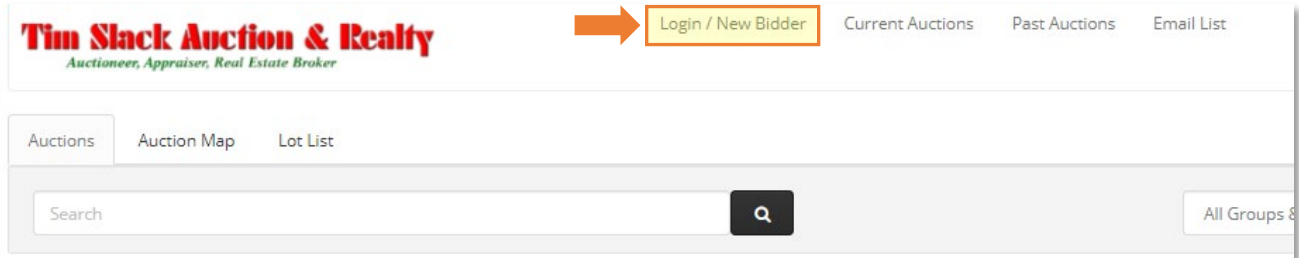
10. The live auction begins on Wednesday, April 7 at 3:00 PM CT.

The screenshot shows the 'Register' form on the HiBid platform. At the top, there is a blue information box with a warning icon and text: 'To register for this auction you must verify your account by submitting credit card information. Please fill out the following form, review and accept the terms and conditions, and then click the submit button at the bottom. This verification process will place a \$1 USD temporary charge on your card. That charge will fall off your statement within 5-7 business days.' Below this is the 'Payment Method Verification' section, which includes a checkmark icon, the text 'This auction uses the following payment methods.' with logos for Mastercard and VISA, and a 'Select Your Payment Method' dropdown menu with a 'New' button. There is also a 'Security Code' input field. The 'Registration' section has a text area for 'YOUR NOTES TO THE AUCTIONEER'. Below that is the 'Terms and Conditions' section with a scrollable area. At the bottom, there is a checkbox with the text 'By checking here you acknowledge that you have read and accept the terms and conditions.' and a 'Submit Registration' button highlighted with an orange box.

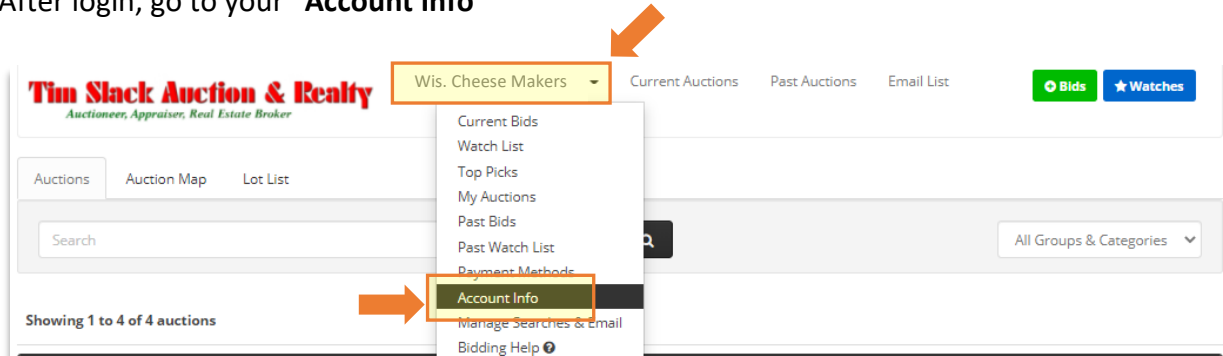
# Bidder Registration - Existing HiBid Account

1. Go to: at <https://timslackauctionrealty.hibid.com/auctions>

2. Login to your Account



3. After login, go to your "Account Info"



#### 4. Username

For maximum bidding recognition make your username representative of your company name. This is seen by the auctioneer, other bidders, and viewers.

5. For company recognition during pre-bidding and live bidding, make sure your username is available to view. **The box needs to be unchecked for public visibility.** Update your privacy settings to public, so everyone can view which company is bidding.

**Tim Slack Auction & Realty**  
Auctioneer, Appraiser, Real Estate Broker

Kirsten Strohmenger ▾ Current Auctions Past Auctions Email List

### Edit Personal Info

Company	Wisconsin Cheese Makers Association
First Name	First Name
Last Name	Last Name
Country	United States ▾
Address	5117 West Terrace Dr Ste 402
City	City
State / Province	Wisconsin ▾
Postal Code (Zip)	Postal Code (Zip)
Phone 1	6082861001
Phone 2	Phone 2
Fax	Fax

### Edit User ID or Email Address

User Name	WCMA_Auction
Email	Email address
Confirm Email	Confirm Email address

Change Password [Click Here to Change Your Password](#)

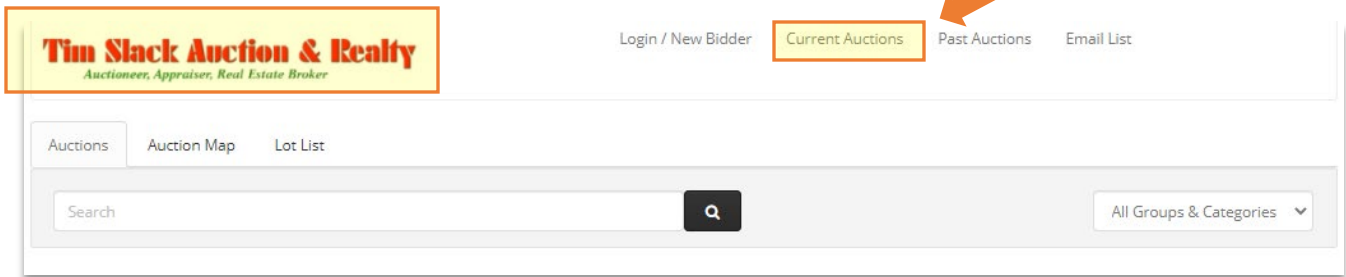
### Edit Account Options

<input type="checkbox"/>	Hide Username From Public
<a href="#">Manage Searches &amp; Email</a>	
<a href="#">Save Account Info</a>	

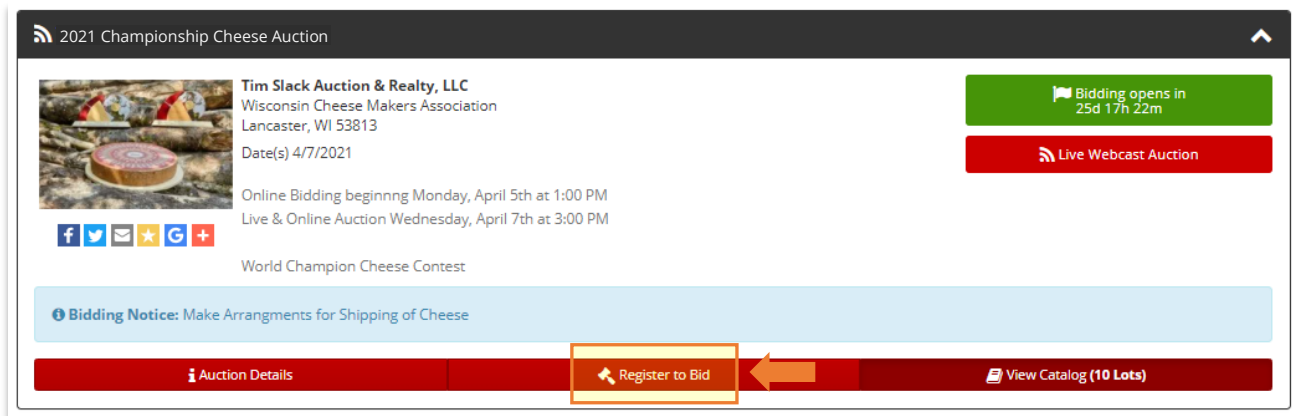
Create your **username** to represent your **company name**.

The box should be **unchecked** for your username to be seen.

6. Go to the main auction listings page:



7. "Register to Bid" for the 2021 Championship Cheese Auction:



8. HiBid requires a credit card on file for all users to complete each auction registration. HiBid places a \$1 hold on the card; it will not be charged and will be released within 5-7 days.

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