

● **Producer**

**SHOW THE WORLD THE TASTE AND
TRADITION OF YOUR ARTISANAL CHEESE**

**PARTICIPATE IN THE ARAXA INTERNATIONAL
CHEESE AWARDS - REGISTER YOUR ARTISANAL
CHEESE AT EXPOQUEIJO BRASIL 2023 AND
COMPETE FOR RECOGNITION AND AWARDS**



EXPOQUEIJO BRAZIL 2023 POCKET GUIDE

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What is the contest?

The Araxá International Cheese Awards is a contest that aims to value artisanal cheese producers in Brazil and other countries around the world that have some type of sanitary qualification according to local legislation.



When and where will it be held?

The Contest will be held during Expoqueijo Brasil 2023 – Araxá International Cheese Awards, on the 25th and 26th of August 2023, in the city of Araxá – Minas Gerais – BRAZIL – At the Grande Hotel Termas de Araxá.



What is the purpose of the Contest?

The Contest is a movement that aims to encourage and value the production of high quality cheese. The purpose is to encourage better practices in the production of artisanal cheese, promote the producing regions, add value to the product and publicize the diversity of flavors for consumers, and thus generate value for the entire production chain, from production to consumption.



How many and who will be the contestants?

In this 2023 edition, we expect to receive around 1000 competing cheeses, coming from different states of Brazil, as well as from the 5 continents around the world. The cheeses will be evaluated in 7 attributes by a select group of judges trained by the Instituto de Laticínios Candido Tostes.



What is the registration fee?

For the entry of Brazilian Cheeses, the fee is BRL 80.00 (eighty reais) which allows the entry of a maximum of 3 (three) cheeses in different categories.

For the registration of additional cheeses, a fee of BRL 30.00 (thirty reais) per cheese will be charged.

For Cheeses from other countries, there will be no charge due to the cost of sending samples to Brazil, as well as aiming to encourage their participation and extensive international competition.

How do I pay the Registration Fee?

The fee payment slip will be generated directly by the registration system, and the competitor may choose the payment method that best suits him/her.

Where and how do I send the cheese for the competition?

The cheeses can be sent via postal address, courier or hand-delivered to the Organizing Committee. Samples of competing cheeses must be forwarded to one of the addresses below, duly packaged and placed in containers to protect their integrity:

1. ARAXÁ | MINAS GERAIS | BRASIL

Recipient: Concurso ExpoQueijo Brasil

Avenida Caricio Afonso Ribeiro, 660 Alvorada -
ARAXÁ/MGCEP: 38180-028 – From Monday to Saturday -
From 07:00 to 4:00 pm

2. ZOGNO | LOMBARDIA | ITÁLIA

Recipient: LATTERIA DI BRANZI

Via Grotte Delle Meravilie, 14C, 24019 - Zogno BG - From
Monday to Saturday - From 07:00 to 4:00 pm

3. SÃO PAULO | SÃO PAULO | BRASIL

Recipient: Rota do Queijo

Rua Porto Alegre, 56 – Vila Bertioga CEP.: 03185-020 -
From Monday to Friday - 7:00 am to 4:00 pm, and
Saturday from 07:00 to 11:00.

Obs: These and other addresses will also appear on the event website: <http://www.expoqueijobrasil>

ATTENTION: The deadline for the arrival of the cheeses, sent via postal address to the addresses above, is until August 19th of 2023, from 7:00 am to 11:00 am.

Hand delivery at the event location:

1. Grande Hotel Termas de Araxá

Recipient: Rua das Águas do Araxá, s/n, Barreiro, Araxá-MG - From Monday to Friday - 9:00 am to 2:00 pm.

ATTENTION: Hand delivery of the cheeses to the Organizing Committee will take place on August 24th at the event venue, from 9:00 am to 2:00 pm.

No cheese will be received after the stipulated time.

Samples must be accompanied by the individual cheese registration form.

To avoid loss of the card, we suggest that, in addition to the cheese packaging, the cheese card be placed in a transparent plastic bag with the card inside the package.

Necessary attention in relation to Cheeses from other countries

Foreign cheeses must be “posted as a non-commercial sample” and must be sent directly to one of the collection points listed in item “8” of this guide.

International cheeses, correctly registered, will receive, after the end of registration, an authorization from “VIGIAGRO” to enter the country, as long as it is posted as “Non-Commercial Samples”.

NOTE: The International Agricultural Surveillance System, known as VIGIAGRO, is the body of MAPA's Agricultural Defense Secretariat that operates by carrying out private intelligence, risk management, control and inspection activities involved in international agricultural surveillance.

How to get my cheese's registration form?

After enrolling and paying for the registration, the producer must log into the system, on the “registered products” page, select the cheese and print the cheese sheet.

Each entered cheese will have an individual entry form, which must be printed and sent along with the cheese sample.

Who can participate?

Any producer of artisanal cheese with official health registration of the cheese by the health authorities of the country of origin.





How do I participate?

Let's go!

Enter your artisanal cheese in the contest by accessing link:

www.expoqueijobrasil.com.br

ATTENTION: Keep your login and password because with it you will have access to all the information about your cheese and, after the contest, you will be able to have access to the evaluation form of all the entered cheeses that will appear on the event's website.



In which category will my cheese compete?

The cheeses will be categorized by groups. Each group with its characteristics.

The categories will be defined by animal origin of the milk (COW, BUFFALO, SHEEP, GOAT AND MIXED) and will take into account characteristics such as the type of milk, categories, maturation time, mass treatment, peel treatment.

But you, the producer, don't have to worry. During registration, the site will categorize your cheese according to the selected information, and then the Organizing Committee will review it.

The details of the categories are in the regulation annex available on the website.

Contest Curatorship

The contest will be curated by the Instituto de Laticínios Candido Tostes, and accompanied by an Organizing Committee with representatives from several institutions. All jurors will be marked out in training carried out by the Candido Tostes Dairy Institute (ILCT).

Send your best cheese!
We will be very happy with your participation.

More informations: www.expoqueijobrasil.com.br