



AMERICAN
Dairy Products
INSTITUTE™

MAKE IT WITH
DAIRY™

Student Video Contest

Whether you are a novice crock pot cook or an expert sous vide chef, show us how you **MAKE IT WITH DAIRY** in a video of three minutes or less. Use your creativity to inspire viewers to use dairy products or dairy ingredients in foods they make at home. The top three videos will be awarded CASH PRIZES and will be featured on ADPI's website and LinkedIn group!

1st place: \$1000

2nd place: \$750

3rd place: \$500

The sponsor of this contest is the American Dairy Products Institute (ADPI; <https://adpi.org>). ADPI is a leading international trade association representing the dairy industry, including manufacturers and marketers of dairy-based ingredients and related products, as well as distributors, traders, suppliers of equipment, technical and financial services, and global customers. Membership is open to all organizations involved in the dairy industry as well as academic institutions.

Official Rules

I. Eligibility and Entry Requirements.

1. The ADPI Make it With Dairy Video Contest (the "Contest") is sponsored by the American Dairy Products Institute.
2. The Contest is open only to undergraduate and graduate students currently enrolled and in good academic standing at US institutions of higher education at both the time of entry and the time of prize awarding ("Eligible Students").
 - a. Eligible Students may enter as an individual or as part of a team. Individual students as well as each member of a team shall be referred to as an "Entrant."
 - b. All Entrants must be Eligible Students. The number of team members must not exceed THREE (3).
 - c. No more than one "Entry" may be submitted per individual or team. An individual cannot enter as an individual and as a member of a team.
3. Each Entry is composed of one video (or link to the video) and identifying information of each Entrant (name, year in college, major, email address, and phone number).
4. The video MUST:

- a. Include at least one dairy product or ingredient¹ in the production of a food product or meal that can be made in a standard kitchen and is fit for human consumption.
 - b. Be created by and feature only Eligible Students (faces of students are not required).
 - c. Be suitable for general audiences, and if including spoken words or subtitles, must be in English.
5. The video must NOT:
- a. Exceed 3 minutes.
 - b. Contain any third party copyrighted or proprietary material (including but not limited to literary works of any person other than the entrant(s), corporate names, trademarks, slogans, music or lyrics) or otherwise infringe on the intellectual property or other rights of a third party.
 - c. Identify any individuals, living or dead, other than the Entrant(s).
 - d. Depict dairy or ADPI in a negative light. The Entry must be in keeping with the objective of the contest.
 - e. Contain any commercial, political, religious, or other third-party advertising or messaging.
 - f. Contain any of the following content: (i) defamatory words or statements, including words or symbols that are considered offensive to individuals of a certain race, ethnicity, gender, religion, sexual orientation, or socioeconomic group; (ii) lewd or sexually explicit or suggestive content; (iii) content that promotes use of alcohol, tobacco, firearms or other weapons, or any violent, unsafe, or dangerous behavior, activities, or situations; (iv) threats to any person, place, business, or group; (v) profanity or obscenity; (vi) anything that would disparage or offend persons or organizations; (vii) anything which incites, encourages, or depicts dangerous conduct, stunts, or tricks, or behavior or acts that are unsafe, wrongful, or immoral; or (viii) anything that violates federal, state, or local laws or regulations.
6. The recipe (submitted along with the video) MUST:
- a. Include at least one dairy product or ingredient² in the production of a food product or meal that can be made in a standard kitchen, and is fit for human consumption (recipes will be made by at least one judge to confirm quality).
 - b. Include a list of ingredients, along with standard measures (e.g., cup, teaspoon) and/or weights (e.g., ounces or grams).
 - c. Include instructions for preparing, written in English.
7. The video and recipe MAY, but are not required to:
- a. Include branded products, images, and logos.
 - b. Contain non-copyrighted or proprietary music.

II. Submission instructions.

1. Intent to enter. Register your “intent to enter” at [ADPI.org/VideoContest](https://adpi.org/VideoContest) by 12:00 pm (NOON) U.S. CST on Monday, March 24, 2025.

¹ Students are encouraged to consult the Dairy Ingredients Application Guide to learn about dairy ingredient functionality: <https://adpi.org/ingredient-resources/>.

² Students are encouraged to consult the Dairy Ingredients Application Guide to learn about dairy ingredient functionality: <https://adpi.org/ingredient-resources/>.

- a. The link requires identifying information of each Entrant (name, college, year in college, major, email address, and phone number).
2. Final Entries. Final recipes and videos must be submitted to ADPI using the upload instructions provided after registration by 12:00 pm (NOON) U.S. CST on Monday, April 14, 2025.

III. Judging criteria.

A panel of dairy experts representing ADPI and its member organizations will serve as judges. The point distribution for judging criteria include:

ADPI Make it With Dairy Video Contest Judging Criteria (100 points total)

- Innovative use of dairy ingredient(s): 20 points
- Clarity of recipe (ingredients and instructions): 20 points
- Ability to communicate the importance of “dairy” in the food product or meal: 20 points
- Artistry, creativity, and pace of video: 20 points
- Overall appeal of video and recipe (recipe will be tasted): 20 points

IV. Prizes.

- The eligible Entrant(s) of the video that receives the most points will be awarded the first prize of \$1000.
- The eligible Entrant(s) of the video that receives the second most points will be awarded the second prize of \$750.
- The eligible Entrant(s) of the video that receives the third most points will be awarded the third prize of \$500.
- The judges will decide the ranking in the case of a tie in points.
- For prizes won by a team, the prize amount will be divided by the number of team members identified in the Entry.
- Prize recipients are responsible for all federal, state, local, and other tax liabilities resulting from their acceptance of a prize.

V. Winner Notification and Prize Delivery.

The first, second, and third place Entries and Entrants will be announced on the ADPI website, via the ADPI LinkedIn page and at the ADPI Annual Conference (April 27-29, 2025; Chicago, IL). Winning videos will be shown at the ADPI Annual Conference. Prize money will be distributed by mail by May 6, 2025.

Contingencies, rights and responsibilities:

- If an Entrant is determined to be ineligible or not in compliance with these Official Rules, that potential winning individual or team may be disqualified, and the prize may be forfeited in its entirety. If any single Entrant associated with a team Entry is determined to be ineligible for any reason, the entire team will be disqualified and will lose any claim to the prize. In such cases where an individual or team is disqualified, ADPI may award the prize to the individual or team that submitted the next highest scoring video. Prizes cannot be transferred or assigned prior to the award.
- By submitting an Entry in this Contest, each Entrant agrees to release ADPI and all of their respective officers, employees, members, directors, and agents (collectively “Released Parties”) from all claims, damages, expenses, losses, costs, and liabilities

(collectively “Loss”) arising out of the Entrant’s participation in the Contest. This waiver and release are a condition of entry into the contest. In addition, by submitting an Entry in this Contest, each Entrant agrees to be legally responsible for Entrant’s entry, including the violation of any third-party trademark, copyright, right of privacy, or any other intellectual property right.

- This Contest is subject to all applicable federal, state, and local laws. By participating, Entrants waive any right to claim ambiguity in the Contest or these Official Rules. By submitting an Entry, participating in the Contest in any manner, and/or accepting a prize, each Entrant agrees to release and hold harmless ADPI from and against any and all claims, damages, and liabilities arising out of participation in this Contest, and the winners agree to release and hold harmless ADPI from and against any and all claims, damages, and liabilities arising out of such winner’s use or misuse of the prize.
- All material submitted is the joint property of ADPI (to use as it sees fit) and of the Eligible Students. Each Entrant has the right to post its submitted video on other platforms.
- Submission of a video constitutes each Entrant’s permission for ADPI, and those authorized by ADPI, to use the Entrant’s name and/or likeness (not including e-mail address and phone number) and the Entrant’s submitted video for advertising and publicity purposes; to post the same on ADPI’s website, apps, and social media platforms; to show the video at ADPI’s annual conference; and to make other use of the video as contemplated by these Official Rules, all without further compensation, unless prohibited by law.
- By participating in this Contest, Entrants agree to be bound by the Official Rules and ADPI’s decisions, which are final. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern, and control.
- ADPI reserves the right at its sole discretion to cancel, terminate, modify, or suspend the Contest in whole or in part.
- ADPI’s collection and use of information collected in connection with this Contest shall be governed by these Official Rules and the terms of ADPI’s electronic privacy policy.