

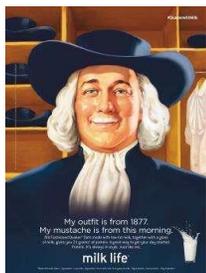
# Speaking of Dairy Product Marketing

October, 2014 Midwest Dairy Partner Newsletter



## News from Midwest Dairy

### Quaker Oats Icon Grows Milk Mustache for “Quaker with Milk” Campaign



Milk is getting a plug from another celebrity: The Quaker Oats man, who will sport a milk mustache in ads and on packages as part of a deal between the PepsiCo-owned brand, milk processors and Dairy Management Inc. (DMI).

The Milk Processor Education Program (MilkPEP) has previously partnered with brands and celebrities on its long-running "Milk Mustache" campaign. But the Quaker deal represents the first time that the white mustache will be included on packaging sold in grocery stores. The updated canisters also contain wording that amounts to an ad for the milk industry stating, "Make it with milk for a boost of protein." The new packaging will be distributed nationally in October.

In support of the campaign, consumers can download an app that allows them to create milk mustache selfies with “Larry”, the Quaker Oats guy. Visit the [campaign website](#) for more details on the app and the power of milk and oats together.

### Innovation Center for U.S. Dairy Seeking 2015 Sustainability Stars

Nominations are now open for the [2015 U.S. Dairy Sustainability Awards](#), recognizing dairy farms and operations of all sizes for their sustainability efforts that go above and beyond to improve the bottom line, their communities and the environment. The nomination categories include **Dairy Farm Sustainability**, **Dairy Processing & Manufacturing Sustainability**, **Community Partnerships (new)** and **Resource Stewardship (new)**. To learn more about the overall award categories and nomination process and to download nomination forms click [here](#). Nominations will be accepted via mail or electronically through November 7.



### **Attend the October Midwest Dairy Research Forum**



*“Impact of Heat Resistant Organisms on the Quality of Dairy Products”* is a dynamic Midwest Dairy Research Forum event that brings together academia, producers, processors, and suppliers. The Research Forum will provide excellent opportunities to build relationships, learn about potential sporeforming bacteria sources and their

ability to survive heat treatment and cleaning/sanitation processes. Also learn about current strategies from industry experts to control sporeformers on farm, in processing and in products.

Mark your calendars now for October 14th – 15<sup>th</sup>, 2014 and join your colleagues at the Midwest Dairy Research Forum in Sioux Falls, South Dakota, the perfect place to gain fresh perspective and to meet the opportunities and challenges ahead. Click [here](#) for more information.

### **Midwest Dairy Farmers Featured in Lempert E-Newsletter**

Two Midwest Dairy farmers were recently featured in the Food, Nutrition & Science e-newsletter developed by *The Lempert Report*. Phil Lempert, also known as the [Supermarket Guru](#), is a regular guest on The Today Show and an industry expert on food and retail trends and consumer behavior. Karen Bohnert (author of Midwest Dairy’s social media calendar) shares [her farm story](#) in a



Q&A article, and Janet Bremer shares thoughts on [sustainability](#) in a guest editorial in the same issue. Sustainable ag practices are a growing interest of consumers, and Janet shares specific examples of what her family does on the farm to focus on animal care, recycling, and energy efficiency to improve and protect the environment.

### [October Social Media Calendar](#)

Midwest Dairy's social media calendar suggests posts about dairy products and events, and provides images to accompany timely updates. The [October Social Media Calendar](#) is available on Midwest Dairy's website under *Retailer/Processor Resources*.



## Industry News

### [Brands Cater to Kids' Healthier Snacking Trends](#) – *SmartBrief*

Back-to-school time raises the issue of what to feed kids at lunch and snack time. Companies are meeting the growing snack demand with products designed to appeal to children's tastes and also appease parents' worries about nutrition and weight. Health Affairs reported in 2006 that kids snack three times a day and get 27 percent of their daily calories from snacks.



The trend toward greater childhood snacking mirrors changes in the way Millennials and older consumers are eating today. Adults are increasingly opting for snacks between, and often instead of, meals. And, as they snack more, they're making more nutritious choices. Last year, fruits and vegetables ranked second and third respectively on NPD Group's list of foods Americans eat most. Yogurt, nutrition bars and fresh fruit are increasingly becoming the snacks of choice for U.S. consumers, and the category is expected to continue growing.

NPD Group says that adult consumers' snack decisions are influenced by cost, craving and convenience. Now, health and nutrition also play a growing role in those decisions. But for most kids, the deciding factor is still whether it tastes good. Increasingly, manufacturers are catering to kids' preferences. **Bolthouse Farms** has created a new line of kids' snacks, including smoothies, fruit tubes and carrot packs (see *Dairy Product News*). **Chobani** is offering squeezable Greek yogurt, while **Stonyfield Farms** has teamed with **Happy Family** to create an entire line of YoBaby, YoTot and YoKids yogurt. More brands are expected to compete in kids' snacks.

### [Next Craze: Fast Casual Pizza](#) – *Fortune*

Pizza might be the next frontier for fast casual restaurants. Fast-casual dining is an increasingly popular format that has won over consumers who tend to avoid fast-food and casual dining restaurant chains. Consumers, in particular Millennials, prefer fast-casual chains because of the perception that they sell higher quality meals at a relatively affordable price point of \$8-\$10 per meal.



"The trend is toward healthier, more nutritious food," said Peter Saleh, managing director and senior restaurant analyst at Telsey Advisory Group. "That trend is not going to change." Telsey predicts that 2,000 restaurants could open in the next five years. Live Basil Pizza, a fast-casual chain with six restaurants by Smashburger founder Tom Ryan, cooks its pizzas in about two-and-a-half minutes. Buffalo Wild Wings has invested \$9M in a custom pizza concept called PizzaRev. NPD group says the concept has been proven, and it's now about who has the capital to expand.

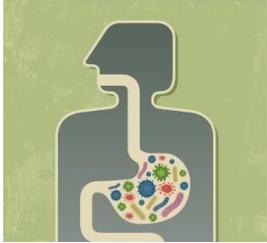
## Midwest Dairy Research

### [Polylactose – A New Potential Dietary Fiber From Lactose](#)

An emerging technology that researchers at the Midwest Dairy Foods Research Center are investigating is the polymerization of lactose. Polylactose is potentially a prebiotic dietary fiber that may have economic and health

benefits as a progressive food ingredient similar to FOS (fructooligosaccharides) or inulin, which are dietary fibers currently available in the marketplace. The polylactose production process includes a citric acid catalyst along with the addition of glucose to improve the oligosaccharide yield and lactose conversion. The polylactose twin screw extruded process is more efficient and has potential for larger batch production runs for cost effective scale up.

These dietary fibers are practical in food formulations since they easily dissolve and typically have little impact on flavor and texture attributes. Prebiotic dietary fibers can partially replace sugar, fat, and calories, which make them compatible with weight management, meal replacement, and dietetic food products focused on delivering health/wellness benefits.



Prebiotics are non-digestible, fiber compounds that modulate the microflora of the gut or lower gastrointestinal tract which enhance digestive health, immunity, satiety, blood sugar control (low glycemic response) and mineral or calcium absorption.

Most oligosaccharides are extracted from natural sources, such as inulin from chicory root. FOS and galactooligosaccharides (GOS) are produced using enzymatic processes. The current enzymatic process however, can produce low yields, long reaction times and the enzymes can't be re-used and must be deactivated. The current work at University of Minnesota focuses on using twin-screw extrusion as a continuous way to produce

polylactose by way of polymerization of lactose without enzymes.

Lactose supply is abundant in the dairy industry, since it is a major co-product of higher concentrated whey protein manufacturing processes and cottage cheese/Greek yogurt production. High-value, polylactose fiber needs to be further characterized for oligosaccharides, fiber bond types, degree of polymerization, purification and concentrations protocols. Additional research is also needed to determine the beneficial health effect of this ingredient in humans. Ongoing work in this area is being co-funded by Midwest Dairy Association, Agricultural Utilization Research institute and through a USDA grant. If successful, this work would help transform a dairy co-product into a value-added ingredient for expanded use by the food and beverage industries.

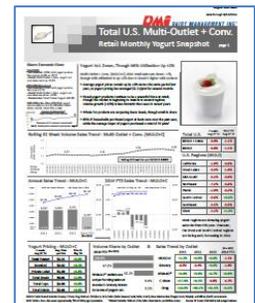
Read the full article [here](#). For more information, visit [MDFRC](#) (Midwest Dairy Foods Research Center).

## **Milk, Cheese and Yogurt Retail Performance – Monthly Snapshot**

### **Multi-Outlet Retail Sales Takeaway (combined Food, Drug, Mass, Club, Dollar and Military) - 2014 YTD – through 8/10/14**

Please note that the geography included within these reports has expanded to a new **Multi-Outlet + Convenience (MULO+C)** definition. This change will help us capture a more comprehensive picture of what's happening at retail. For example, the addition of C-Store data for milk increases coverage to nearly 70 percent of USDA fluid milk sales.

- **Milk:** Volume sales remain depressed through the latest period (-3.5 percent for 2014 YTD), though monthly volume declines have softened slightly over the past several months. Average milk prices are up about +8 percent vs. this time last year. Total Value-Added milk products account for 7 percent vol. share of the milk category and continue to grow (+5 percent).
- **Cheese:** Sales have now declined over the last four periods, while year-to-date sales are currently down -0.5 percent. Average cheese prices are also up +8 percent vs. last year. Shredded products remain a growing segment within the category, while Natural cheese and Whole Fat items continue to post positive volume numbers over the previous year.
- **Yogurt:** Volume sales have also been down across the last sixteen weeks, with total category volume now down roughly -1 percent for 2014 YTD. Average yogurt prices have risen +4 percent vs. YA. However, Greek products continue to show strong growth (+13 percent) and Whole Fat products (5 percent vol. share) continue to outpace lower fat levels.



The individual sales reports are available on Midwest Dairy's website in the ["Retailer/Processor Resources"](#) section under ["Spotlight on Dairy."](#)

## Child Health and Wellness

### [Chicago School Cafeterias use Technology to Create Healthy Eating "Report Card"](#) – *Newswise*



Childhood obesity is a national issue and many communities have looked to their schools for help. While schools are required to follow new federal guidelines for healthier lunch options, whether students are actually eating the healthier food provided and making healthier behavior changes have yet to be determined.

Preventive medicine experts at Rush University Medical Center and Canyon Ranch Institute have teamed up to design and test a new program that tracks what students are actually choosing to eat at school meals and supports parents and caregivers in helping their child achieve a healthy lifestyle. The program is called "Healthy School Meals Realized through Technology (SMART) Schools." The program, which is being tested at two pilot schools, was funded with a \$200,000 grant from Hillshire Brands Company.

Cafeteria workers key in each student's food choices on a touch screen monitor. The food selections are linked to student ID cards. Individual, comprehensive, one-page report cards on each student's food choices are sent to parents and teachers in both English and Spanish. The report card lists the nutritional value of each student's meals during the past week, such as calories per day and daily vegetable and fruit servings, along with information designed to advance the families' health knowledge so that students and parents can make more informed choices about their health and well-being.

## Consumer Trends

### [Consumers Crave Lunchtime Variety](#) – *Food Business News*

Technomic, a market research firm, reveals that eighty percent of consumers (+10 pts. vs. 2011) want higher quality and more unique items for lunch. Technomic's senior director of consumer insights and innovation, Sara Monnette, says opportunities that could capture more lunchtime traffic are premium, limited time items, a better-for-you menu and scaled down portion sizes. Three out of 10 consumers expect restaurants to offer smaller portions at lunchtime, and 36 percent eat a lighter midday meal during the week. The number skews higher for women, with 40 percent favoring a sized-down serving during the week.



Although consumers are seeking more variety at lunch, nearly half visit the same spots regularly. As for innovation, sandwiches have become a key platform for experimentation with such trends this year as pork-based preparations and Asian-fusion flavors.

### [Five Emerging Trends That Impact Food Packaging](#) - *Dairy Reporter*

Analysts from Tetra Pak have identified five emerging global trends that impact food packaging.

- 1) **Green Worries** - Sustainability is a practice that consumers have grown to expect, but eco-friendly packaging has evolved from plain brown wrappers to vibrant designs.
- 2) **Engaged engagement** - Consumers want to be emotionally engaged by brands and pay attention to details that create memorable experiences, like hidden messages or unexpected materials
- 3) **Food for Health** – Food and beverage products are increasingly viewed as a holistic part of health that includes natural, healthy and tasty attributes. Brands that stand out have identified aesthetics that express health in new and hip ways.



- 4) **Safe Choice** – Brands can offer consumers reassurance about food safety using design cues such as safety seals, hand-crafted details, and local symbols indicating where the product comes from.
- 5) **24/7 Lifestyle** - Consumers are willing to pay more for convenient products, but packages that tell a story or portray personal experiences have a winning edge.

## **Consumer Research and Insights**

### **Healthy Dining is Difficult to Define** - *Food Business News*



Consumer opinion varies widely on what constitutes healthy dining, according to new research from Mintel. For some, it means gluten-free, while for others it means more fruits and vegetables, or lower-calorie options.

Preparation of a dish remains the top indicator of health for consumers. To better position better-for-you items, operators should use enticing language and familiar ingredients. Thirty-eight percent of consumers are more likely to order a healthy item with an appealing menu description, and 27 percent said they choose healthy meals if they recognize what's in it.

"Familiarity can help ease consumers into healthier choices, rather than alienating them with superfoods they have not heard of, or have a reputation for lackluster taste," said Katrina Fajardo, food service analyst at Mintel.

Food service still has the stigma of being unhealthy, regardless of what is ordered. As a result of the numerous exposes showing the real caloric counts in salads, sandwiches, and other menu items deemed as 'healthy,' consumers are conflicted with the idea that a restaurant could offer real, healthy items. While better-for-you items and ingredients are rising on breakfast menus, opportunities still remain for the fast-growing day part, and healthy snacking is underdeveloped in restaurants, Mintel said.

### **"Natural" Implies Clean Label, Minimally Processed** – *Food Navigator*

The term "natural" has lost some of its luster in food product marketing due to the lack of a clear regulatory definition. The fuzziness surrounding the natural definition could be partially responsible for the growing interest in organic, whose standards are clearly defined. However, to consumers, the term "natural" is still meaningful, invoking the idea of "minimally processed" food and ethical manufacturing processes.



The majority of consumers are looking for a cleaner label and foods that are closer to the earth. This trend is a big opportunity for manufacturers, particularly ingredients suppliers. The judicious use of texturizers, antioxidants, starches and gums is an art, according to Dr. Catherine Adams Hutt, Ph.D. of RdR Solutions Consulting. It's not easy to replace some food additives, especially chemical preservatives for stability. While manufacturers want to meet consumer demand for foods perceived as healthier, food safety and shelf life are extremely important factors.

### **Beverages Containing Immunity Supporting Ingredients Expected to Grow** - *BevIndustry.com*



Consumers also are turning to solutions other than hand washing to keep themselves in a healthy physical state. Immunity is one aspect of the types of products baby boomers are looking for to support healthy aging. DataMonitor estimates the immune and digestive products market to be \$14.9 billion in 2015. Thirty-eight percent of consumers are seeking foods and beverages with immune health benefits. Some examples include energy shots that focus on sustained energy attained through immunity; children's beverages with more functional benefits; and sports beverages with immunity benefits to help athletes stay healthy in order to support their training effort. Powdered drinks, waters, juices and milks are categories well-suited to support an immunity-boosting formulation, and some emerging categories could even join the cause. When working with functional beverages, many brand owners want to communicate those benefits to consumers through marketing and label claims. However, experts caution beverage-makers to ensure that those communications are not confusing to the consumer. Brand owners should ensure that

the ingredients they are formulating with are supported by clinical research. Innovative companies that select the right ingredients — those backed by credible science that can offer compelling claims — can close the gap and help define the category.

## **Retail News**

### **How Schnucks is Staying Ahead of the Retail Game - Southeast Missourian**

Schnucks Markets is improving its online and social media presence, advertising for local and specialty products at point-of-sale and remodeling stores throughout the St. Louis area to stay "modern and up to date," in an attempt to stay ahead of competitors including WalMart and ALDI, according to Schnuck Chairman Scott Schnuck. "WalMart has changed our landscape, the way we have to do business. We're just running as fast as we can to stay ahead of them," he said.



The St. Louis-based chain was established 75 years ago, founded by Schnuck's grandmother, Anna Donovan Schnuck. Schnucks has updated its stores and build new ones to stay competitive. Says Scott Schnuck, "I think it really got the store right in being able to offer the right kind of products that maybe we weren't able to before, such as the imported cheese counter. We expanded our dairy. It allowed us to carry a lot more yogurt [and] things like that that people are looking for.... where we really have worked hard to do better marketing is in store: providing better information in our signing, some in our print ad, but really at the point of sale to really help people understand that it's local produce. We're seeing that the value-conscious customer segment is the segment that's really growing. So we've adjusted our merchandising and our pricing to really go after a bigger value segment in the marketplace."

### **New Flavors Diversify the Dairy Case -Food Business News**



(Monterey Jack?)

Menus and food offerings in the supermarket reveal the emerging trend of ethnic flavors, particularly from Latin America and Asia. Innovative dairy formulators are finding ways to deliver new flavors through dairy foods in surprising ways. One example is Anderson International Foods of Jersey City, NJ which markets the Sincerely, Brigitte brand of natural cheeses featuring flavors such as orange ginger and jalapeno cilantro Monterey Jack.

Horchata, a traditional Mexican beverage with a sweet profile, has been incorporated into dairy beverages and ice cream, as have green tea and chai tea flavors like Matcha Latte from Ito En. Peruvian black mint is another flavor with application to dairy foods. Coconut milk, popular in Brazil, is becoming a popular inclusion in chocolate milk, since as ChocoLatco+.



New complex flavors also incorporate added heat with sweeteners – like spicy orange or tangy sweet ginger - for a unique sensory experience. Ghost peppers, the hottest naturally occurring pepper, are featured in Glenview Farms Smoky Ghost Pepper Jack Cheese Slices, which makes an ideal complement to burgers. There is also a prototype from Sensient Flavors called "sweet fire ice cream," which combines molasses with red pepper.

Multiple cuisine styles and Asian flavors have been developed over centuries. Any of these can be applied to the dairy case, for example, cheese dips using red chili with fermented beans. Other popular flavors combine vinegar and soy, ginger, onion and garlic. A popular Filipino dessert, halo halo, combines milk, boiled sweet beans and fruits. Lemongrass lends a subtle citrus flavor to yogurt and ice cream. The dairy category, with its broad range of options, is uniquely positioned to carry these exotic flavors and deliver what consumers crave.



## [How We Shop for Food is Changing](#) - *The Washington Post*

The grocery industry is grappling with significant transformation in the marketplace. Traditional supermarkets are feeling pressure from new competitors, including upstarts focused on natural and organic goods and big-box retailers have expanded their grocery offerings. A new research report from the Food Marketing Institute outlines the challenges retailers face as they try to attract current and new customers.



- Millennials build shopping lists around specific recipes and place less emphasis on special discounts when planning their food shopping. They also are more spontaneous and last-minute in making grocery lists.
- People are more focused on healthy eating and retailers are catering to those preferences by stocking more organic foods, for example.
- Loyalty to a particular store is fading away and single major shopping trips are becoming less common. In 2014, the number of people who do not have a primary store rose 9 percent, up from 3 percent in 2013.

## **Dairy Product News**

### [Dean Foods Launches Consumer-Driven TruMoo Protein Plus](#) - *Dairy Reporter*



Dean Foods has launched a high protein version of its TruMoo flavored milk to meet consumer demand for protein enriched beverages. Each 14 oz. bottle contains 25g of protein – about half of the recommended daily protein allowance for adults. According to the company, consumers are increasingly demanding protein in beverages and dairy products. Greg Schwarz, vice president of marketing for Dean Foods, says that protein has become the most important fortification ingredient to many consumers, as demonstrated in a recent NPD study. The new product comes in chocolate, strawberry, cookies and cream and vanilla flavors. The product is available on the West Coast, where there are more “early adopters” of new food trends.

### [Protein2o Fills Gap in Beverage Market](#) - *Dairy Reporter*

Protein2o believes it is filling a gap in the market for by offering a “more refreshing, lower calorie” beverage that packs a meaningful amount of protein. The drink is targeted to people who want to build lean muscle without exceeding their diet plans, which are limited to 1,500 to 1,800 calories a day. Sugar free and lactose free, Protein2o contains a blend of whey protein isolate and hydrolyzed collagen, natural flavors and vegetable juice. Each 16.9 oz bottle contains 15 g of protein and 70 calories. It is sweetened with sucralose and comes in three flavors: berry, grape and lemon. The product is attractive to retailers who want to grow the beverage category as a whole.



### [Powerful Yogurt Prepares Launch of High Protein Greek Yogurt Beverage](#) - *Food Navigator*



Miami-based Powerful Yogurt is getting ready to launch a drink that contains 20g of protein – mirroring levels found in Greek yogurt. Powerful Yogurt Drink, made with natural flavors, natural ingredients and the brand’s popular high-protein Greek yogurt will be a “unique offering in the marketplace” according to CEO and founder Carlos Ramirez. They are responding to consumer demand for high protein products in an on-the-go, drinkable form. The product is positioned “as an energy boost for any time of day.” Powerful Yogurt has broadened its original male consumer target to include women with an active lifestyle.

### [New Dole “Nutrition Plus” Shakers Include Vegetables and Greek Yogurt](#) - *Dole.com*

Dole Nutrition Plus has introduced Fruit & Veggie Shakers Power Smoothies: just add your favorite juice and shake, no blender required. The smoothies are made with all natural fruit, vegetables and real Greek yogurt. They contain 100 percent of the daily value of Vitamin C, plus extra protein. Each serving prepared



with juice is under 200 calories. Flavors include: Pineapple Mango with sweet potato and carrot, Peach Mango, Strawberry Banana and Blueberry Banana.

### [Figo Brands Markets First High Protein Gelato - Dairy Foods](#)



Figo Brands Inc. of Connecticut has created what they claim to be the first ever high-protein gelato. The new frozen dessert comes in 4-ounce cups for easy portion control, according to the company. It's available in four flavors: vanilla, espresso, ginger and chocolate. The gelato contains 15 grams of protein, 2.5 grams of fat and 160 calories per 4-ounce cup. It's made with cage-free egg yolks, rBST-free skim milk, cream and milk protein, and is sweetened with organic agave nectar. It's sold a suggested retail price of \$2.69, and can be found in independent markets nationally. More information is at [tasteforte.com](http://tasteforte.com).

### [Chobani Releases Fall Flavors - The Daily Meal](#)

Chobani has launched a new, limited-batch Greek yogurt in apple cinnamon and pumpkin spice flavors. The new Chobani flavors hit shelves on September 1, and will only be offered through January 15. Chobani's yogurt is made with real apples and pumpkin purée. The suggested retail price is \$1.29 per 5.3-ounce container.



### [The Laughing Cow Introduces Spicy Pepper Jack Wedges - Dairy Foods](#)



Bel Brands USA has introduced a new flavor in its cheese wedge line: creamy spicy Pepper Jack. The latest flavor hit stores in August and is available for a suggested retail price of \$3.69 per round of 8 wedges. Each wedge is 0.75-ounces and contains 35 calories, 1.5 grams of fat and 2 grams of protein. The Laughing Cow spreadable cheese wedges come in seven other flavors, including creamy Swiss, creamy white Cheddar, creamy mozzarella sun-dried tomato and basil and queso fresco & chipotle.

### [V8 Enters Protein Beverage Category with Shakes - Berry on Dairy](#)

Campbell Soup Company has announced plans to launch more than 200 new products to meet consumers' changing tastes and needs. V8 Protein Shakes are now rolling out into select markets. The new shakes blend juice from sweet potatoes and yellow carrots with five different sources of protein, including milk protein concentrate and plant-based proteins. This combination provides 12 grams of protein in every 10-ounce bottle. The shelf-stable 10-ounce bottles are sold in packs of four, with each bottle containing 190 to 200 calories. Varieties include Chocolate, Chocolate Raspberry and Vanilla.



### [Cheesewich Launches Grab and Go Cheese and Meat Snacks - Cheesewich.com](#)



Cheesewich of Lyons, Ill has designed a grab-and-go cheese and meat snack with "today's fast paced health conscious consumer in mind." The company describes the snacks as "healthy, low-carb, high protein, and gluten free... tasty enough for children and adults alike." The new layered snacks contain 14-16g of protein and are ready to eat. They are available at select markets in Illinois and Wisconsin.

### [Bolthouse Farms Kids Introduces Line of Fruit and Vegetable Snacks - Berry on Dairy](#)

Bolthouse Farms has launched its Bolthouse Farms Kids line just in time for back to school. The new kids' snacks are created from real fruits and vegetables, featuring seven unique products across three categories: Fruit Tubes, Smoothies and Veggie Snackers. The new items are a



convenient way for parents to give kids fresh, healthful options for everyday snacking that are “not too cool for school.”

- **Fruit Tubes** are a creamy refrigerated snack that comes from a tube in Mango Meets Banana & Pineapple, Strawberry Meets Banana and Blueberry Meets Raspberry with Greek Yogurt varieties.
- **Smoothies** are 100 percent juice with no added sugar
- **Veggie Snackers** are baby carrots with seasonings in Carrot meets Chili Lime and Carrot meets Ranch flavors

## Dairy Research and Innovation

### [Innovation Center for U.S. Dairy Looks at Edible Dairy Packaging](#) - Dairy Foods



A cheese wrapper made from whey? Biodegradable milk bottles that turn in to organic matter? Yogurt wrapped in edible packaging? Where is innovation in packaging going, what impact does it have on the carbon footprint of dairy products and which sustainable packaging concepts will appeal to consumers?

The Innovation Center for U.S. Dairy, Rosemont, Ill., has conducted life cycle assessments (LCA) on fluid milk, cheese and whey and is beginning an LCA on yogurt. One of the parameters that is looked at during a life assessment is packaging. For fluid milk, packaging was responsible for 3.5 percent of the carbon footprint; it was 1.3 percent for cheese and whey packaging. Packaging is important as it is highly visible to consumers who are demanding that products be sustainable.

When it comes to dairy products, reuse is generally limited to glass in a few niche markets. Recycling is a good choice, though that is more of a consumer behavior issue, Biodegradable packaging has been around for a while and is an option for some dairy products

A unique concept that is being explored is edible packaging. Where edible packing is used, it is for the most part used as secondary packaging. Stonyfield is pursuing a novel approach using an innovation from a company called WikiFoods. Stonyfield’s Yogurt Pearls consist of a frozen yogurt center surrounded by a fruit-based outer skin. If successful, this application would allow retailers to sell Stonyfield’s product in package-free formats.



### [Dairy Produces Winners in Flexible Packaging](#) – Dairy Foods

The 58<sup>th</sup> Annual Flexible Packaging Achievement Awards have honored four companies for their innovative dairy packages, two of which are American manufacturers.



**Yoplait** partnered with Universal Studios on a promotion for Go-gurt featuring color-changing minion characters from “Despicable Me 2.” Consistent with the color-changing plot line, thermochromic ink in the yogurt tube turns the minions from purple to yellow when the package warms to body temperature.

**Schwan’s Food Group** created a soft serve ice cream experience at home through the use of a flexible pouch. Squeezing the pouch extrudes the ice cream through a custom star-shaped filament that creates the swirled, soft serve effect. The product is sold in a case pack of four through its home delivery service.



## Dairy Industry and Sustainability

### Dairy Aisle Holds 70 Percent Non-Dairy Products - Dairy Herd



Imitation dairy products may account for nearly 70 percent of the items a shopper finds in the dairy case today. That's according to the latest data from the dairy industry. An increasing number are made from products including soybeans, nuts and plants. Federal law requires milk, yogurt, ice cream, sour cream and cheese be made with milk from cows.

According to Kansas agricultural commentator John Schlageck, this situation creates confusion for consumers who don't understand that there are nutrient differences between imitation and real dairy products. Their purchases are also influenced by the lower prices of imitators, as compared to real dairy products. In his opinion, imitation dairy products should be renamed and relocated in store, reserving the terms milk, cheese, yogurt or ice cream for foods that come from cows. Consumers should also check the first (primary) ingredient on product labels and look for the REAL® Seal on the dairy package.

### Nutrition Facts: Much Ado over Added Sugars - Food Business News

Should the Food and Drug Administration (FDA) mandate the listing of added sugars on the Nutrition Facts Panel? That is the question that brought on a bundle of polarized public comments. The FDA has proposed major changes to the Nutrition Facts Panel, including the added sugars listing. The proposed definition of added sugars is "sugars and syrups added to foods during processing or preparation."

A recent survey shows there is much confusion over the meaning of various terms, such as "total sugars" and "added sugars." Some organizations, such as the American Bakers Association, think the label is a bad idea. They said the listing would convey to the reasonable consumer that added sugars are chemically different from naturally occurring sugars and/or that added sugars have different health effects than naturally occurring sugars. Offering information in this way also might undermine the proprietary nature of food product formulations. However, The American Heart Association and others point out that consumers should limit their intake of added sugars, and this is difficult to do when the information is not included on the Nutrition Facts label.

The FDA said it proposed the mandatory listing of added sugars for four reasons: the variability in ingredients used; the need for consumers to have a consistent basis on which to compare products; the need for consumers to identify the presence or absence of added sugars; and the need for consumers to identify the amount of added sugars when they are present in a food. The FDA acknowledged the mandatory listing of added sugars would need to be accompanied by consumer education. The deadline to send public comments to the FDA was Aug. 1.

<b>Nutrition Facts</b>	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per 2/3 cup	<b>Calories 230</b>
% DV*	
12% Total Fat 8g	
5% Saturated Fat 1g	
Trans Fat 0g	
0% Cholesterol 0mg	
7% Sodium 160mg	
12% Total Carbs 37g	
14% Dietary Fiber 4g	
Sugars 1g	
Added Sugars 0g	
Protein 3g	
10% Vitamin D 2mcg	
20% Calcium 260mg	
45% Iron 8mg	
5% Potassium 235mg	

\* Footnote on Daily Values (DV) and calories reference to be inserted here.

## Dairy Blog

### Why to Go! Dairy's Place in Sports Recovery - The Innovation Center's DairyMinded Blog by Jeff Zachwieja, Ph.D. Science & Research



This summer's World Cup showed us how hot and humid conditions add to the demanding nature of competition. What athletes do to recover between matches is important. No doubt sports drinks work to prevent dehydration when athletes are hot and sweaty. Their magic ingredient, electrolytes, is the cost of entry for any new, innovative product in the sports drink category. Milk and high-quality milk proteins are becoming synonymous with recovery nutrition for sports, much like electrolytes are for rehydration.

Recovery can mean different things to athletes and those responsible for their care. I like to define recovery as achieving a state of equal or enhanced readiness for the next training session or competition. Nutrition has a big part

to play in accomplishing readiness, and developing [sports science literature](#) in healthy young men indicates the consumption of milk shortly after resistance exercise helps [ready muscles](#) by facilitating rebuilding and growth.

Research has indicated there is something truly unique about dairy proteins such as whey. When compared to a plant-based protein like soy, whey provides for greater muscle-building benefits in the post-exercise period. Dairy products can easily and credibly be positioned as performance food for athletes, and I think we in the industry should be talking about and positioning dairy in this way.

**[For the Love of Play and for You!](#) – Dairy Makes Sense Blog by Lori Dather, RDN, LD**

I don't think my family and I will ever outgrow our love of play. We love to run, jump rope, swim, walk outdoors or play a game of crazy volleyball or badminton with family and friends. We all feel better after a day filled with activity and healthy foods. In our family, we have fond memories of sand volleyball games during Thanksgiving.

According to [GENYOUth Foundation](#), physical activity, in combination with good nutrition, is essential to a healthy lifestyle. The Foundation's [Wellness Impact Report](#) shows that active kids do better when it comes to academic performance and concentration in class. But, [only 1 in 3 kids are active every day](#), potentially leaving many at a disadvantage inside and outside of the classroom.



This fall, Fuel Up to Play 60, Quaker and the NFL joined forces to launch ***For the Love of Play***, a campaign to encourage kids, and the adults who care about them, to get up and be active for 60 minutes a day – at school, home and everywhere in between – as part of a healthy lifestyle. *For the Love of Play* empowers students, teachers, parents and community members to help keep kids moving for a healthier generation.

Quaker is inviting parents nationwide to get involved by entering the **Quaker Make the Play** contest, to share the unique ways your family plays. Participating families have the chance to win a grand prize “Day of Play” in their hometown with Indianapolis Colts Quarterback Andrew Luck, plus daily giveaways for a \$50 NFLShop.com gift card. You can also join in the fun by sharing a picture on Facebook, Twitter or Instagram for #TBT (Throwback Thursday) of a way you used to play or still love to play along with the hashtag #LoveofPlay.