

## **International Dairy Show To Feature Consumer Trends, Nutrition And Product Development**

July 15, 2010

*Dallas Convention Center, September 13-15, 2010*

From the latest research on what kids are actually eating to demonstrations of how to use new products and ingredients to make "better for you" versions of family favorites, the International Dairy Show will offer a wide range of educational programs in the track focused on consumer trends, nutrition and product development. The show will be held September 13-15 at the Dallas Convention Center.

"The educational tracks and on-floor demonstrations will provide the dairy community with the most up-to-date information available," said Robin Cornelison, IDFA trade show manager. "The sessions will be interactive and include ample time for participants to ask questions and solve problems affecting their brands."

Harry Balzer, vice president of the NPD Group and author of "Eating Patterns in America," will headline the Consumer Trends, Nutrition and Product Development track. During the signature session on Wednesday, September 15, Balzer will share valuable data on what people are eating and what the dairy industry needs to know about trends in dairy consumption.

The exhibit hall will feature the Ingredients, Flavorings & Seasonings Pavilion, highlighting new trends in product additives and enhancements. Cooking demonstrations will incorporate the recipes and new products that will be featured in several of the educational sessions.

Educational session highlights include:

### **Monday, September 13**

- **"Innovation in Dairy Snacking"**  
The average consumer snacks almost three times per day and just about anything goes. But dairy and dairy-based products are under-represented in the snack set. This session will take a comprehensive, strategic look at the world of snacking - the what, why, when and where - and uncover what's new in global dairy snacking-product trends.
- **"Cheese and the Sodium Challenge"**  
From the 2010 Dietary Guidelines to the New York Sodium Initiative, sodium is a priority of the public health community. In response to calls to reduce sodium in the marketplace and the U.S. diet, manufacturers and brands can and are choosing

a variety of ways to address sodium levels in their products and promote the positive nutrition benefits of cheese. Attendees will learn more about these strategies and supporting consumer and product research from the Innovation Center for U.S. Dairy.

### **Tuesday, September 14**

- **"Good for You: What Will Kids Eat at School?"**  
New nutrition guidelines - together with parental concerns over childhood obesity - are challenging dairy's prominent place in the school cafeteria. This session will explain what the industry is doing to turn this challenge into an opportunity and examine which types of products are most valuable to school nutritionists. One example: Dominos is making school pizza healthier and better tasting.
- **"Dismissed! When Flavored Milk Is Absent from the School Lunch Line"**  
Chocolate- and strawberry-flavored milk, now formulated with fewer calories, are a cornerstone of a healthy school lunch. But misinformation about these favorites is putting the nutrition of millions of American students at risk. New research shows what happens to children's nutrition when flavored milk is eliminated or curtailed in schools and what it will cost school districts to replace these nutritious beverages.

### **Wednesday, September 15**

- **"Health & Wellness in a Package: Dairy's Role in Plant-Friendly Diets"**  
Is the current hype for plant-based diets a threat or an opportunity for dairy? The Innovation Center for U.S. Dairy has conducted extensive research on what motivates consumers to choose more plant-based diets and has explored how dairy fits in this changing environment. Attendees will learn more about how to build a case for dairy's positive health benefits as part of a more plant-based diet.
- **"Training Day: Milk's Effectiveness as a Sports Recovery Drink"**  
Sports drinks and protein beverages are a rapidly growing sector of the beverage industry. Can milk compete? There's a growing body of evidence that suggests milk may be just as effective as some commercial sports drinks in helping athletes recover and rehydrate. This session will discuss what sports nutritionists are saying about milk as a recovery beverage and detail the science that supports chocolate milk's role in exercise recovery.

The International Dairy Show, presented by the International Dairy Foods Association, will feature the newest innovations in technology, packaging, ingredients and services for the dairy foods industry. Educational sessions will offer solutions that span the entire manufacturing process, and attendees will have the opportunity to visit exhibits displaying everything dairy companies need to run more efficiently, create new products and improve profitability.

For additional information, visit [www.dairyshow.com](http://www.dairyshow.com).

**About International Dairy Foods Association**

The International Dairy Foods Association (IDFA), Washington, D.C., represents the nation's dairy manufacturing and marketing industries and their suppliers, with a membership of 550 companies representing a \$110B a year industry. IDFA is composed of three constituent organizations: the Milk Industry Foundation (MIF), the National Cheese Institute (NCI) and the International Ice Cream Association (IICA). IDFA's 220 dairy processing members run more than 600 plant operations, and range from large multi-national organizations to single-plant companies. Together they represent more than 85 percent of the milk, cultured products, cheese, ice cream and frozen desserts produced and marketed in the United States.

*SOURCE: The International Dairy Foods Association*