

Consumer Trends, Nutrition and Product Development Session Highlights

Innovation in Dairy Snacking

(Monday, 8:00 to 8:50am)

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

(Monday, 9:00 to 9:50am)

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.

Good for You: What Will Kids Eat at School? (Tuesday, 8:00 to 8:50am)

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.

Dismissed! When Flavored Milk is Absent from the School Lunch Line

(Tuesday, 9:00 to 9:50am)

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.

Health & Wellness in a Package: Dairy's Role in Plant-Friendly Diets

(Wednesday, 8:00 to 8:50am)

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

(Wednesday, 9:00 to 9:50am)

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. ■