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ADSA Happenings

New Product Development Competition Seeks Innovative Products

The Dairy Research Institute[®], through the support of America's dairy farmers and importers, announced a new product competition that provides students with an opportunity to develop innovative dairy products in line with current industry and consumer insights.

"The dairy industry is always delivering new opportunities through science and technology to develop innovative products and ingredients," said Bill Graves, senior vice president, Dairy Research Institute. "However, the beverage industry is huge - with an estimated \$37 billion in sales. The Innovation Center for U.S. Dairy[®] has gathered information on the competitive beverage set that shows the trends and opportunities in this arena. To be at the forefront of product innovation, the Dairy Research Institute is providing a platform for students to bring their knowledge and expertise to dairy beverage innovation." The challenge to students this year is to create a dairy beverage that relates to the most recent competitive beverage analysis and meets criteria including using any form of fresh or dry milk or other dairy ingredients, demonstrating innovation and providing a valuable product for consumers.

Entry information can be accessed at www.USDairy.com/NewProductCompetition through February 15, 2012. Finalists will be recognized and have the opportunity to showcase their product at the Annual American Dairy Science Association[®] (ADSA[®]) Conference in Phoenix, Ariz., in July 2012.

The Dairy Heat Stress Road Show, financed by the U.S. Department of Agriculture in collaboration with several universities, is a series of educational programs that will travel to four states and Puerto Rico. The effort's purpose is to teach producers how to overcome some of the negative effects of heat stress by implementing strategies such as nutritional changes, hormonal treatments and facility improvement.

The dates and locations are:

- Dec. 6, 2011 County Extension Office, 458 Highway 98 North, Okeechobee, FL.
- Dec. 8, 2011 Camuy, Puerto Rico, to be delivered in English and Spanish
- April 3, 2012 Southwest Regional Dairy Center, Stephenville.
- April 4, 2012 Clovis Civic Center, Clovis, NM.
- April 6, 2012 Consumer Education Pavilion, Vet Medicine Center, Tulare, Calif.

Topics and speakers from the University of Florida will include Cooling During Heat Stress, Dr. Pete Hansen, distinguished professor; Nutritional Programs for the Heat-Stressed Herd, Dr. Jose Santos, associate professor, and Economics of Heat Stress: Implications for Management, Dr. Albert DeVries, associate professor. Dr Todd Bilby will speak on Strategies to Improve Reproduction During Summer. Along with on-site instruction, the road show will provide the latest research technology, software tools and proceedings in English or Spanish at each program. The road show is free and open to the public.

For more information on the road show contact Stephanie Prater at 254-968-4144 or snprater@ag.tamu.edu. Learn more about managing heat stress in dairy cattle or the U.S. Department of Agriculture's Research and Education initiative by contacting Dr. Todd Bilby at 254-968-4144 or trbilby@ag.tamu.edu .