

NEWS/BUSINESS



International Whey Conference to showcase new applications for whey in dairy industry

CHICAGO — Industry stakeholders will get a chance to learn about the latest research, product innovations, technical developments and marketing strategies for whey during the 2011 International Whey Conference (IWC) Sept. 18-21 in Chicago.

Hosted by the American Dairy Products Institute (ADPI) and the European Whey Products Association (EWPA), the theme for this year's conference, the sixth of its kind, is "The Power of Whey: Natural, Nutritious, Functional." The conference is held once every three years.

Conference co-chairs Dale Kleber, ADPI CEO, and Dr. Lee Blakely, note that whey is a valuable natural biological resource for human nutrition, and perhaps the most multi-functional protein available, yet the commercial potential of whey is not fully realized.

"Whey protein continues to be a rising star in the dairy category because of the surprising multitude of health benefits it delivers as a natural and functional food ingredient," Kleber says. "IWC 2011 is the event for everyone connected to the whey protein industry, including manufacturers, marketers, researchers, end-users and dieticians."

Blakely adds that when added as an ingredient, whey improves almost any food or beverage product by contributing scientifically-documented health benefits, noting that laboratory and empirical research has identified whey components

that deliver positive antimicrobial effects; enhance immune defenses; help to rebuild and increase lean muscle tissue; support cardiovascular health; aid in weight management and appetite suppression; and fight age-related weakness and loss of muscle mass.

"It is amazing to me to see in a relatively short span of time that whey went from being spread on fields to being fractioned into a myriad of components that have exceptional nutritional value and functionality," Blakely says.

"EWPA is very pleased to again be co-organizer of the IWC after the successful jointly-organized events in Munich (2001), Chicago (2005) and Paris (2008)," says Dr. Joop Kleibeuker, secretary general of EWPA. "At the previous IWC meetings, the many positive attributes of whey-based food ingredients were presented, but after three years, there is so much new science on the functionality of whey products that it is good that users of whey-based ingredients will again have the opportunity to learn more about this important food ingredient."

The 3-day conference will feature a series of global speakers who will explore whey's health and nutrition benefits, new product applications and critical processing techniques. The entire program has been structured to be "end-user friendly," and the science of whey will be presented in relevant and practical terms, Kleber notes.

In addition, for the first time, in the afternoons attendees will be able to observe various functional properties of proteins exhibited at live "Demonstration Stations."

Monday and Tuesday's programs — chaired by Eric Bastian, vice president of research and development, Glanbia Foods Inc.; Peter H. Brown, principal scientist, Kraft Foods Inc.; and Dr. Joseph O'Donnell, executive director, California Dairy Research Foundation — will touch on whey proteins in health and nutrition, with sessions including "Marketing Implications of Bovine Milk Oligosaccharides," "Metabolic Implications of Whey Protein," "Whey Protein, Exercise and Muscle," and "General Nutritional Benefits of Whey Protein."

O'Donnell notes that milk is the answer to millions of years of evolutionary pressure to deliver health benefits and nutrition in the most efficient manner possible.

"Through science we can understand how each component of milk participates in this objective," he says. "Then we can focus on concentrating the components that are most salient with the objective being to produce and market these components to consumers in the overall mission of making healthy people healthier."

O'Donnell adds that whey is the first step in concentrating these milk components.

"Whey is the treasure-trove of nature's health," he says. "These sessions at IWC will highlight the work being done to bring the science and marketing potential to a position for commercialization."

Wednesday's applications session — chaired by Kimberlee J. Burrington, dairy ingredient applications coordinator with the Wisconsin Center for Dairy Research, and Phillip Tong, director and professor of the Dairy Products Technology Center at California Polytechnic State University — will feature topics including "Improving Whey Ingredient Functionality," "Applications and Technology of Whey Ingredients," and "Future of Whey Ingredients—Needs and Opportunities."

The conference also will feature industry exhibitors, daily luncheons with guest speakers, a cheese and wine reception Monday evening, and a gala reception and dinner Tuesday night.

Attendees can register online at www.iwc-2011.org. Early bird registration at \$995 ends Aug. 15. Registration is \$1,095 thereafter.

For more information, contact Kleber at 630-530-8700, e-mail: dkleber@adpi.org. **CMN**