

Dairy Research Institute Launches New Product Competition

The Dairy Research Institute, Rosemont, Ill., announced a new product competition where students create a dairy beverage that relates to the most recent competitive beverage analysis and meets criteria such as using any form of fresh or dry milk or other dairy ingredients, demonstrating innovation and providing a valuable product for consumers.

Entry forms are due Feb. 15, 2012. Finalists will be recognized and have the opportunity to showcase their product at the Annual American Dairy Science Association (ADSA) Conference, July 15-19, 2012 in Phoenix, Ariz.

The competition is open to undergraduate and graduate students and will recognize three outstanding individuals or teams, with awards totaling:

- First prize, \$8,000
- Second prize, \$5,000
- Third prize, \$3,000

For more information or to download entry forms, go to www.usdairy.com/NewProductCompetition.