

---

## FLAVORS & FUNCTIONAL INGREDIENTS

THIS EDITION SPONSORED BY WILD FLAVORS

### Survey Finds 54 Percent of Consumers Trying to Get More Protein in their Diets

*The survey, conducted by the U.S. Dairy Export Council, notes the figure is up over 2010's numbers.*

By Food Processing staff | 11/3/2011

According to a recent survey by the U.S. Dairy Export Council, 54 percent of consumers say they are trying to get more protein in their diet compared to a year ago, and 47 percent of consumers agree that "good source of protein" is very important on product labels; benefits include: dairy protein can help build lean muscle, help in exercise recovery and plays a role in satiety as part of a diet higher in protein. Consumers recognize dairy's benefits, and 75 percent of consumers know protein helps build and maintain muscle; and dairy protein messages resonate well with consumers.

Consumers say they want "less processed" foods with clean labels that have a short list of ingredients familiar to them. Consumers perceive real, simple and clean foods as inherently wholesome and good for you. Additional food attributes of consumer interest are whole, organic, local and seasonal.

From dairy foods to dairy ingredients, there are opportunities to provide a variety of protein options that fit into meal and snack occasions as well as post-exercise "refueling." Dairy ingredients provide diversity and can be added to many products from healthy to indulgent. Dairy (milk, cheese and yogurt) also provides other nutrients to the diet such as calcium, potassium, phosphorus, vitamin D (if fortified), vitamin A, B12, riboflavin and niacin (as niacin equivalents). In fact, milk is the No. 1 diet source of calcium, potassium and vitamin D in the U.S.