

## ACTIVE LIFESTYLES

## Dairy ingredients play role in hottest food trends

Visitors to the U.S. Dairy Export Council® booth will learn how dairy ingredients can contribute to

improved taste, functionality, and nutrition for a variety of products. Valuable information from innovation resources, including research labs, product and nutrition researchers, and knowledgeable food scientists will show how dairy ingredients are solving today's formulation challenges.

Using value-added U.S. dairy ingredients, researchers and developers will unveil a number of tasty prototypes that fit into today's food and beverage product trends:

- **Healthy aging.** Food and beverage manufacturers can leverage the quality and value of whey protein in product innovations to reach the mature consumer interested in maintaining muscle strength to support an active lifestyle. The featured prototype is a made-over sweet potato bread pudding.

- **Protein throughout the day.** A number of prototypes have been developed around this theme to address getting

enough protein at different times throughout the day—from a protein-packed breakfast waffle to a chilled pasta salad made with cheese and whey protein pasta.

- **Sodium reduction.** Permeate, a dairy ingredient, provides salty characteristics while helping formulators reduce sodium content levels in products without sacrificing taste. It will be showcased in a butternut squash soup.

- **Yogurt as an ingredient.** Yogurt can be used as a functional ingredient in products for added flavor and nutrition, and it will be featured in a refreshing, savory, yogurt-based beverage that takes its flavor

cues from Mediterranean cuisine.

In addition, the U.S. Dairy Export Council and partners such as the Innovation Center for U.S. Dairy™ and Dairy Research Institute™ are participating in the following presentations:

- **Session 136 "Snacking: Insight and Perspectives on Contributions to the American Diet"** (June 13, 10:30 a.m.-12 p.m.).

- **Session 220 "New Processing of Dairy Ingredients"** (June 14, 8:30 a.m.-10 a.m.).

- **"Emerging Consumer Trends: The Protein Opportunity"** (Special Events Pavilion, Booth 8153, June 14, 12 p.m.-1 p.m.).

- **Session 274 "Natural Ingredient Opportunities Using Dairy Co-products"** (June 14, 1:15 p.m.-2:45 p.m.).

*U.S. Dairy Export Council,  
www.InnovateWithDairy.com, Booth 6139*

## Rethinking protein requirements

The session, "Rethinking Protein Requirements and Recommendations: Beyond Muscle" (June 12, 10:30 a.m.-12 p.m.), will help attendees learn the benefits of including adequate high-quality protein in the diet that go beyond lean tissue deposition/muscle recovery. Attendees will learn ways in which the food industry can better position its products to help consumers adopt high-quality protein diets.

New research differentiates types of protein and identifies benefits beyond its effect on muscle (e.g., bone health, weight management, blood glucose control, heart health, facilitating the aging process, and post-exercise rehydration and recovery); thus, it is time to reconsider optimal protein intakes. The distribution of protein ingestion throughout the day and the appropriate ratio of amino acids are needed to optimize protein's physiological effect. *Session 20*



Photo courtesy of U.S. Dairy Export Council®