

IDFA SmartBrief

March 14, 2012

Industry News



VIDEO

Kemps acquires Cass-Clay Creamery

Cass-Clay Creamery, founded in 1935 and based in Fargo, N.D., has been purchased by Kemps, based in St. Paul, Minn. "We are excited about building on the heritage of the Cass-Clay brand," said Jim Green, president and CEO of Kemps. "We look forward to providing fresh Cass-Clay milk from local farms for years to come."

[WDAY-TV/WDAY-AM \(Fargo, N.D.\) \(3/12\)](#) [Grand Forks Herald \(N.D.\) \(3/12\)](#)

Friendly's taps MICROS for loyalty, online ordering programs

MICROS Systems will provide the technology for an online ordering system and a loyalty program set to be launched by Friendly's Ice Cream. Full rollout of both programs is expected by mid-summer. [DMNews \(3/12\)](#)

Other News

- **Kraft puts focus on Planters brand**
[Forbes \(3/12\)](#)

The Market

Gifford's creates new ice cream flavor for L.L. Bean

Maine-based Gifford's Ice Cream is helping fellow Maine company L.L. Bean mark 100 years with Muddy Bean Boots ice cream flavor. The vanilla ice cream with caramel ripple and brownie bites will be sold at Gifford's shops in Maine, followed by a wider roll-out to about 1,500 East Coast establishments. [The Boston Globe \(tiered subscription model\) \(3/13\)](#)

Beverage options increase at 7-Eleven and Hy-Vee

Hy-Vee and 7-Eleven signed distribution deals to add beverages. Hy-Vee convenience stores and supermarkets will sell Cabana 100% Natural Lemonades, by Pulse Beverage. 7-Eleven will sell chocolate-milk brand Crave, by Upstate Niagara Cooperative. [Convenience Store News \(3/12\)](#)

Other News

- **Baskin-Robbins to expand the franchise in Canada**
[QSRWeb.com \(3/13\)](#)

[Health & Nutrition](#)

Campaigns highlight milk for breakfast and after exercise

The Milk Processor Education Program is launching two marketing programs aimed at increasing milk consumption. "The Breakfast Project" features actress Salma Hayek and promotes milk as an essential part of the morning meal, while the "My After" campaign highlights chocolate milk as a replenishing post-workout beverage. [Convenience Store News](#) (3/12)

[Trends](#)

Stevia makes a splash in beverages

Stevia, approved for use in U.S. foods and drinks three years ago, is gaining popularity as a beverage sweetener because it is all-natural and low in calories. Cargill has addressed concerns about taste and mouthfeel by combining stevia with ingredients that mask or enhance flavors and through the use of Trilisse, its "pre-screened texturizing blends," which eliminate the "thinner" mouthfeel imparted by stevia. [Food Processing](#) (3/12)

[Best Practices](#)

U.S. Dairy Sustainability winners announced

The Innovation Center for U.S. Dairy has announced the first winners of its U.S. Dairy Sustainability Awards, honoring dairies that produce energy from manure and improve the efficiency of their operations. Honorees include Blue Spruce Farm in Vermont, Werkhoven Dairy in Washington state, Holsum Dairies of Wisconsin, Darigold in Seattle and Brubaker Farms of Pennsylvania. [GreenBiz.com](#) (3/9)

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Government

Milk producers back Dairy Security Act

The National Milk Producers Federation is urging Congress to approve legislation containing the Dairy Security Act, a measure that seeks to strengthen the economic safety net for farmers. The group opposes extending the current farm program. "Kicking the can down the road into 2013, where the farm bill is concerned, is neither good politics, nor good policy ... dairy farmers need a better program than what we have right now," said NMPF chairman Randy Mooney. [Delta Farm Press](#) (3/13)



IDFA News

Next Dairy Plant Food Safety Workshop set for May in Denver

Registration is now open for the next session of the Dairy Plant Food Safety Workshop, which will be held May 15-16 at Leprino Foods in Denver. Offered by the Innovation Center for U.S. Dairy, the workshop was developed to reinforce the industry's commitment to effective food-safety processes and to help dairy plants meet stringent regulations that are part of the Food Safety Modernization Act. The cost is \$495 per person. [Learn more.](#)

Revised Labeling Manuals simplify rules, offer timely updates

IDFA's team of labeling experts recently revised the [comprehensive labeling manuals](#) for milk and milk products, ice cream and frozen desserts, and cheese. They include updates on nutrient content claims, qualified health claims and structure/function claims and add new sections on standards of identity and product name, net contents statements, ingredient listing, allergen information, nutrition labeling and other claims.

World Markets

Fonterra to build processing facility in New Zealand

Fonterra has announced plans to build a second milk processing facility at its site in Darfield, New Zealand, where one processing facility has been under construction since 2010. The second facility is expected to have double the processing capacity of the first, and will help the company meet increasing demand from the Middle East, Southeast Asia and China. [DairyReporter.com](#) (France) (3/13)

SmartQuote

“ Be sincere; be brief; be seated.”

--Franklin D. Roosevelt,
32nd U.S. president

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