

NEWS/BUSINESS



DRI names winners of new product contest

PHOENIX — The Dairy Research Institute, through support of the dairy checkoff, announced the winners of its inaugural new product competition during a ceremony at an American Dairy Science Association (ADSA) Meeting held here July 16.

The competition is designed to help inspire dairy innovation by challenging college students to develop dairy-based products that meet consumer needs. This year, participants were tasked with creating a dairy beverage comprised of more than 51 percent of fresh milk, dry milk or other dairy ingredients.

“Spurring product innovation, while at the same time identifying future leaders in the U.S. dairy industry is a win-win for dairy farmers,” says Bill Siebenborn, a Missouri dairy farmer and chairman of United Dairy Industry Association (UDIA). “By identifying innovative products that meet today’s consumer needs, we are helping contribute to the long-term viability of the U.S. dairy industry.

This year’s winners are:

- **First place, receiving \$8,000:** Clemson University, South Carolina, created an oat-infused vanilla milk, “tOATal Milk.” Dubbed as an oat-infused vanilla milk enhanced with protein, probiotics, conjugated linoleic acids (CLA) and fiber, the product caters to the sports performance beverage market and leverages the benefits of protein shakes and grain/nut milks while delivering the nutrition dairy provides. With 14 grams of protein and 4 grams of fiber per serving, the beverage has a light, sweet flavor profile. By combining the techniques used in the production of fluid milk and beer, the team was able to develop this product with only slight modifications to traditional dairy pro-

cessing equipment.

- **Second place, receiving \$5,000:** Mount Saint Vincent University, Nova Scotia, Canada, created an on-the-go drinkable Greek yogurt, “Mighty Mango.” It’s an on-the-go drinkable yogurt that the students marketed for consumption post exercise. Targeted to health-conscious women, Mighty Mango contains nearly 10 grams of protein and fewer than 200 calories per serving. The students packaged the product in a biodegradable bottle to appeal to consumers’ desire for environmentally-friendly products and speculated that future flavors beyond mango could include “Powerful Pineapple,” “Brawny Berry,” “Toned Tangelo” or “Fierce Fig.”

- **Third place, receiving \$3,000:** University of Tennessee developed a caffeine-enhanced drinkable yogurt with antioxidants, “Wired Berry.” It taps into the growing energy drink market. Developed with teenagers and young adults in mind, the product is a healthy alternative that provides antioxidants, Vitamin C, calcium and protein in addition to caffeine. Made with lowfat yogurt, the product is flavored with blueberry and strawberry purees and contains 190 calories per serving.

Three additional teams were selected as finalists: Cornell University’s “Dairy Dream Mango-Orange Smoothie,” a lactose free, ready-to-drink smoothie; Kansas State University’s “Yo-Fizz,” a carbonated yogurt smoothie developed as a healthy alternative to soda; and University of Delaware’s fortified pomegranate chai milk beverage, “PomMOOgranate.”

To find out more about the products and teams, visit USDairy.com/DairyResearchInstitute. **CMN**