

## **Dairy Research Institute launches second annual New Product Competition for students**

**ROSEMONT, Ill.**—The Dairy Research Institute has launched its second annual New Product Competition. Open to undergraduate and graduate students in the United States and Canada, this year's competition challenges student teams to develop a new dairy product for breakfast.

“Although milk, cheese and yogurt have consistently performed well at breakfast, consumers are seeking new products that meet their convenience and flavor preferences. With their submissions, future product developers at colleges across the U.S. and Canada can

leverage dairy's valuable nutrition profile and market trends to spur new product innovations,” says Bill Graves, senior vice president, Dairy Research Institute.

A judging panel will evaluate entries and select three winning teams to be recognized at the annual American Dairy Science Association (ADSA) joint annual meeting in Indianapolis, July 8-12, 2013. Cash prizes will be awarded: \$8,000 for first place, \$5,000 for second place and \$3,000 for third place.

The deadline for contest submissions is Jan. 15. To learn more, visit [www.usdairy.com/newproductcompetition](http://www.usdairy.com/newproductcompetition). CMN