

U.S. Dairy Export Council 2011 Media Coverage

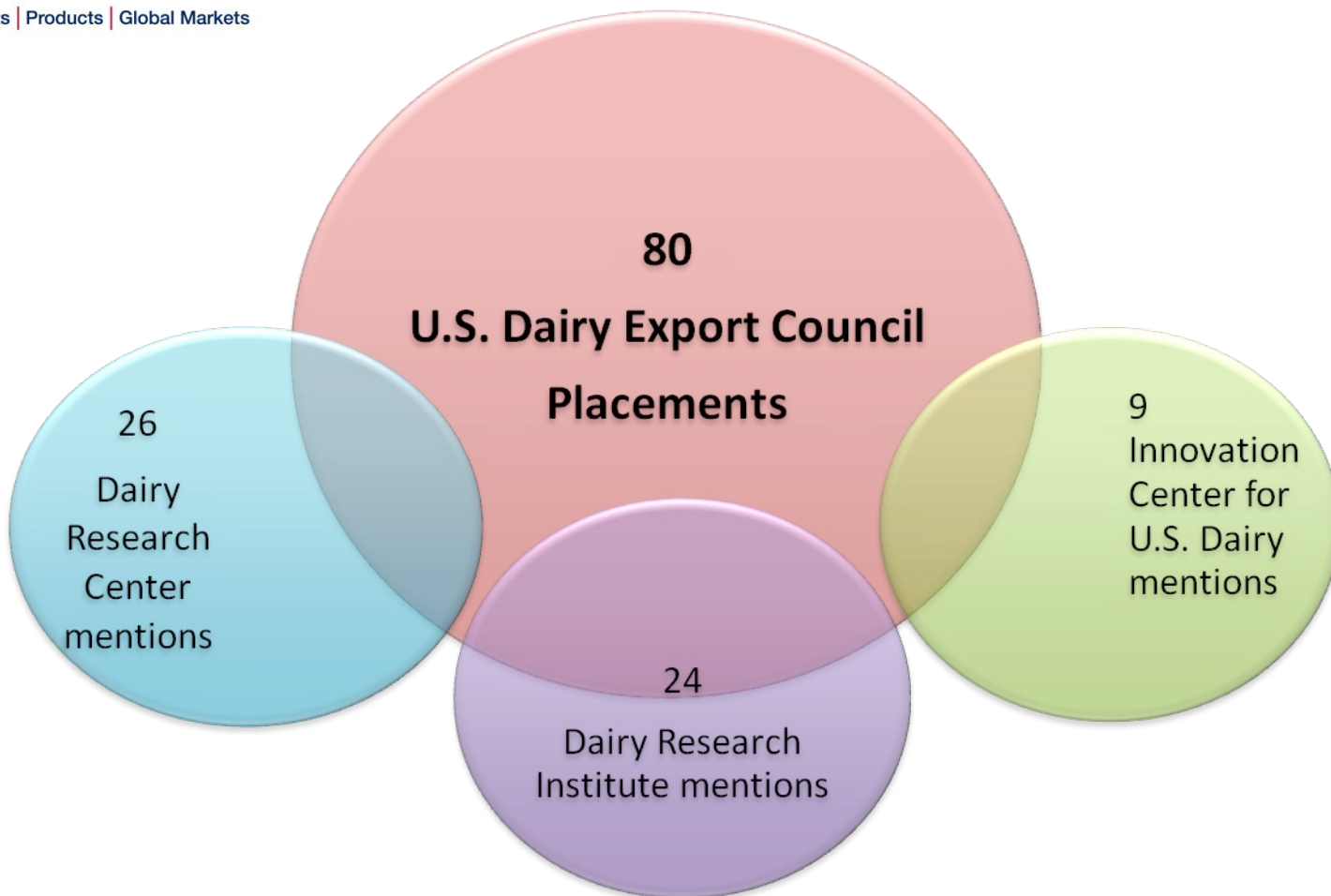
March 15, 2012



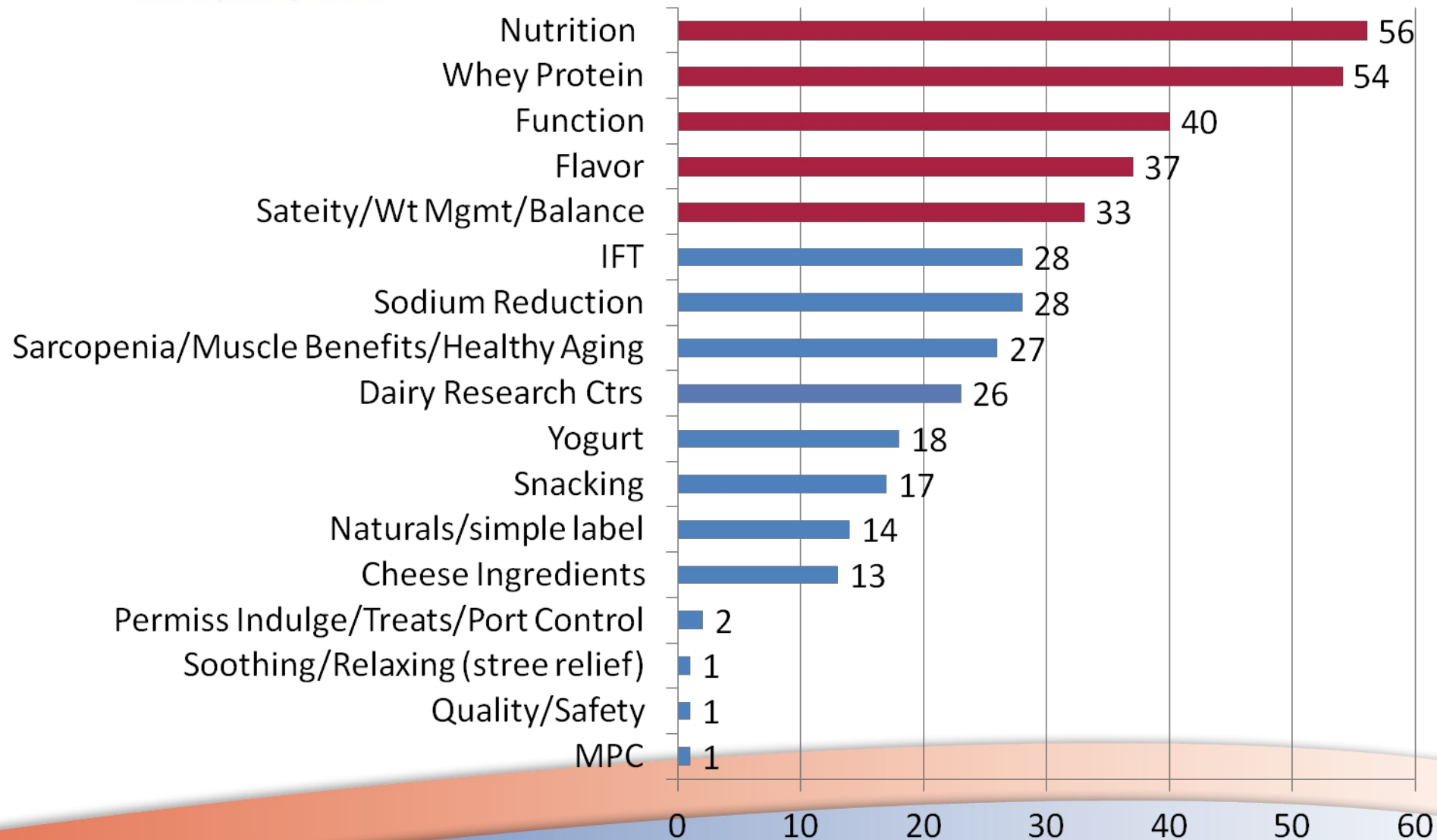
Public Relations Efforts Overview

- Featured consistent, prioritized messaging
- Leveraged network of experts from partners including Dairy Research Institute, Innovation Center for US Dairy and the dairy research centers
- Positioned USDEC and its family of resources as top source for editors
- Prioritized key initiatives to maximize budget and coverage

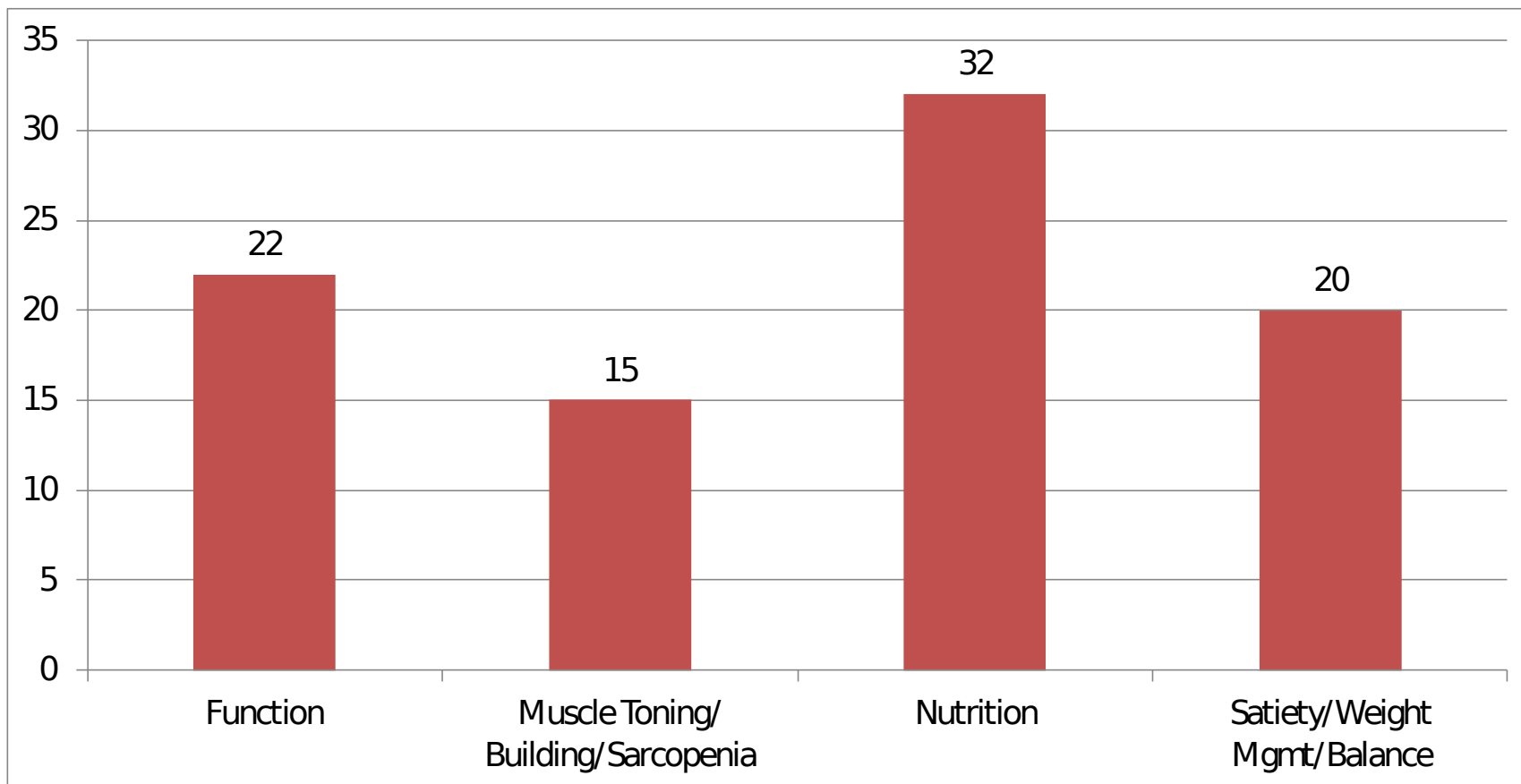
Integrated Coverage



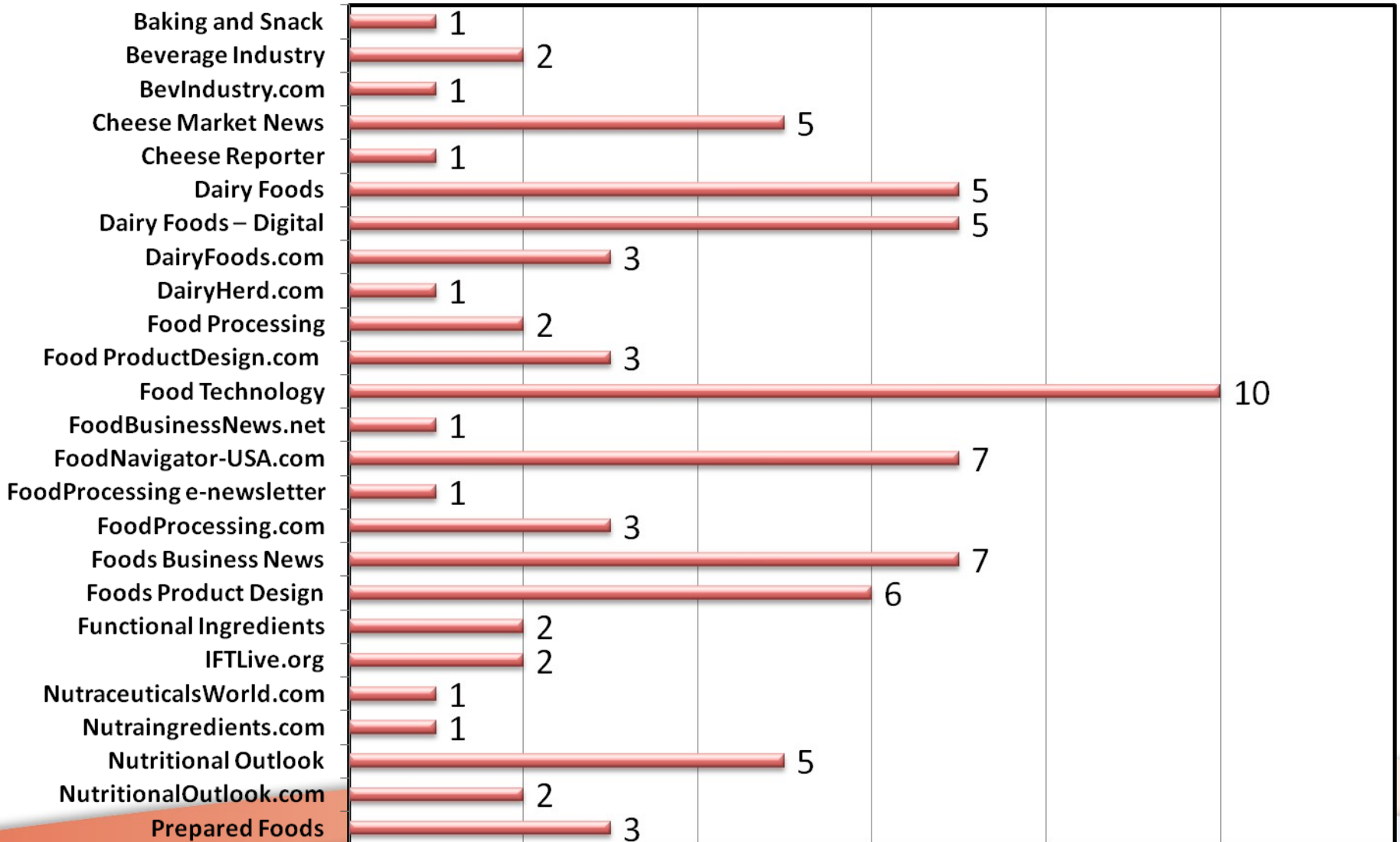
Coverage by Message



Whey Protein Messages Captured



Publication Coverage





Total Impressions

Publication	Total Impressions
Beverage Industry	70,378
BevIndustry.com	7,001
Cheese Market News	9,644
Cheese Reporter	2,014
Dairy Foods	128,415
Dairy Foods - Digital	93,800
DairyFoods.com	9,224
DairyHerd.com	19,732
FoodBusinessNews.net	3,618
Food Business News	143,836
FoodNavigator-USA.com	102,749

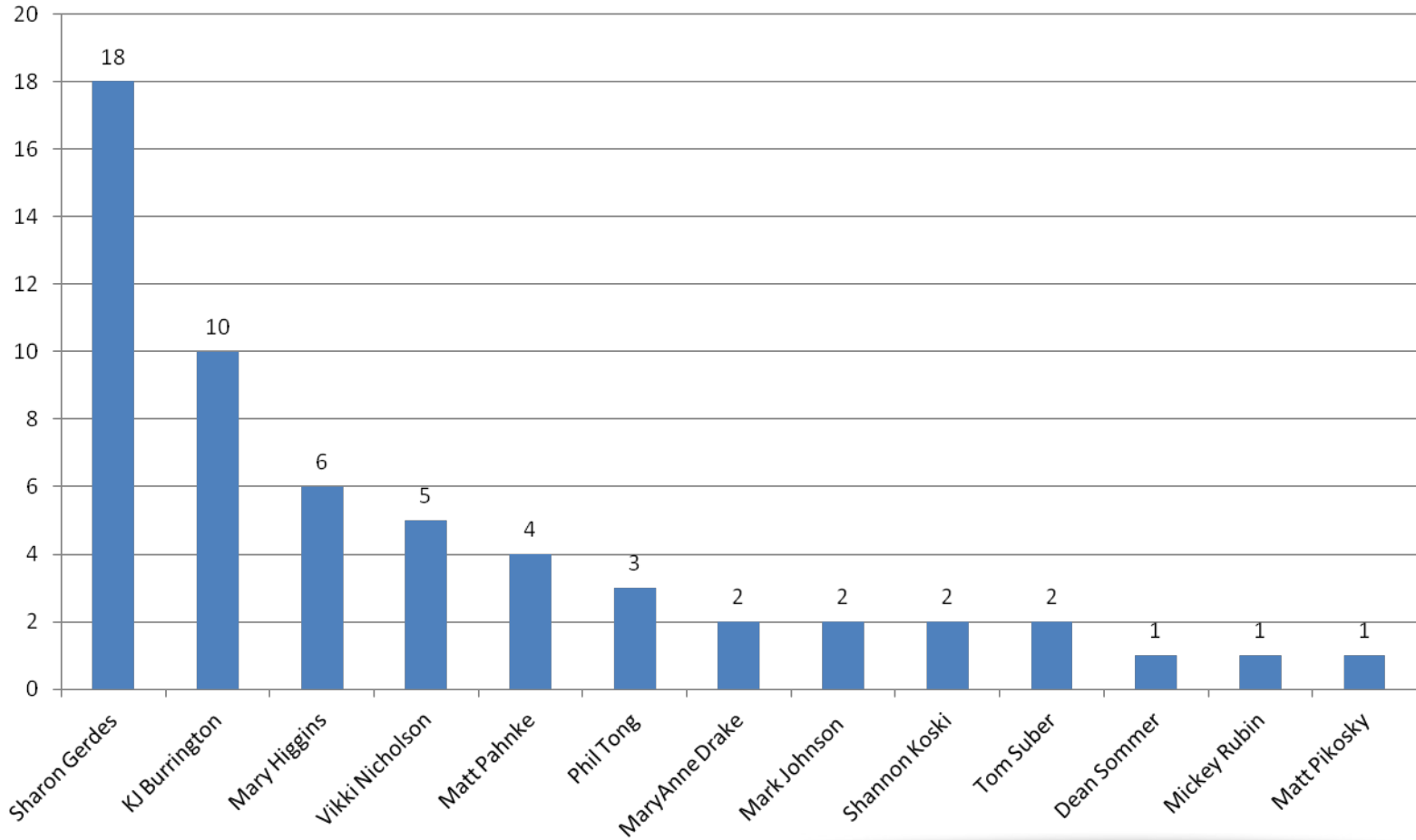
Publication	Total Impressions
FoodProcessing.com	43,692
Food Processing e-newsletter	13,564
FoodProductDesign.com	46,564
Food Product Design	193,716
Food Technology	166,453
Functional Ingredients	24,911
IFTLive.org	n/a
NutraceuticalsWorld.com	5,569
NutraIngredients.com	20,701
Nutritional Outlook	65,214
NutritionalOutlook.com	22,786
Prepared Foods	115,057

Total Impressions:

1,320,163



Spokesperson Exposure



Positioning the Value of Dairy Ingredients

DAIRY BUSINESS NEWS



Dairy ingredient innovations

...role dairy ingredients play in product development is expanding

...role dairy ingredients play in product development is expanding

Optimizing Mineral Intake

Manufacturers can rely on dairy ingredients rich in calcium...

“...manufacturers are using the dairy protein in snack bars, beverages...”



Full of Promise

For weight management, ingredient suppliers are talking satiety. Which ingredients fit the bill?

...manufacturers are using the dairy protein in snack bars, beverages...

Boosting Protein With Hydrolyzed Whey

By Mary Higgins, M.S., M.B.A. Contributing Editor



Health-and-wellness trends are driving food formulations to increase the amount of...

IFT Show Preview

Dairy Ingredients Complement Food Trends

The U.S. Dairy Export Council (USDEC) and the International Food Processing Exposition (IFT) will highlight innovative applications for dairy ingredients at the event's Food Expo...



...US dairy ingredients can contribute to improved taste, functionality...

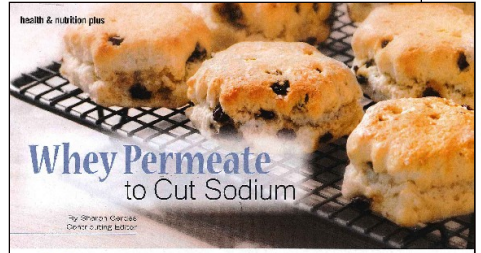
Must-see Symposia

- Session 20 - Improving Protein Performance
- Session 21 - Functional Ingredients
- Session 22 - Dairy Protein in Food Formulations
- Session 23 - Dairy Protein in Beverages
- Session 24 - Dairy Protein in Snacks
- Session 25 - Dairy Protein in Bakery Products
- Session 26 - Dairy Protein in Dairy Products
- Session 27 - Dairy Protein in Meat Products
- Session 28 - Dairy Protein in Pet Products
- Session 29 - Dairy Protein in Personal Care Products
- Session 30 - Dairy Protein in Industrial Applications

“WPH...to increase protein levels in food formulations.”

Coverage Area: Permeate and Salt Reduction

“Permeate...suitable as a partial sodium replacer..”



health & nutrition plus

Why Permeate to Cut Sodium

By Sherry Gerdes, Dairy Export Editor

Permeate is a functional sodium replacer that provides functional benefits in various food applications. It contains natural salts such as calcium phosphate, magnesium, potassium and potassium. These minerals provide positive health benefits such as bone formation and help provide a more favorable nutritional label.

“As a whole permeate is a viable protein source in soups, stews, breads, crackers, cereals, cookies and more goods. In baked products, permeate can offer many benefits such as enhanced surface moisture, slowing staling and enhancing appearance. It also helps control yeast growth. Moisture retention and development of a tender crumb structure are also benefits permeate provides in baked products. For crackers, calcium phosphate permeate used to help control staling and control moisture, and slow yeast growth and spread. The same can be said for similar benefits permeate also provides in low-fat or whole grain cakes and quick breads, especially those with significant fiber levels.”

Permeate can reduce ingredients cost while maintaining appropriate functionality in many applications. The addition of permeate will allow the replacement of other higher cost, carbohydrate-based ingredients. In breads and crackers, permeate can reduce moisture and help prevent staling and improve shelf life.

“Dairy is the dominant source of permeate. The majority of permeate production comes from the United States and Canada. Permeate is a functional sodium replacer that provides functional benefits in various food applications. It contains natural salts such as calcium phosphate, magnesium, potassium and potassium. These minerals provide positive health benefits such as bone formation and help provide a more favorable nutritional label.”



FOOD
navigator-usa.com

Industry innovation on show: Sodium reduction at IFT

By Caroline Scott-Thomas
July 11, 2011


Food manufacturers continue to seek ways to cut sodium without sacrificing flavor – and ingredients companies continue to find innovative solutions. Caroline Scott-Thomas tracked down some interesting offerings at IFT.

Sodium reduction strategies are still top of mind for most major food manufacturers – but there's not a one-size-fits-all solution.

Among numerous options for sodium reduction, calcium-based ingredients were a hot topic at the recent IFT expo in New Orleans. FoodNavigator-USA spoke to the U.S. Dairy Export Council about its calcium-based ingredient, Innophos about its calcium-based ingredient, Innophos about its calcium-based ingredient, Innophos about its calcium-based ingredient.

“FoodNavigator spoke to the US Dairy Export Council about a why permeate ingredient...”

“Permeate... is quickly becoming a sodium replacement...”



Food Makers Turn To Why Permeate

Food manufacturers are always looking for a superior ingredient – one with superb functionality that can help improve the bottom line. Why permeate fits the bill nicely. It is a functional workhorse that can promote browning and enhance moisture retention and other manufacturers to look for sodium levels, all at a very reasonable cost.

“Why permeate ingredients vary in composition from supplier to supplier, but their typical composition is lactose (20-25%), calcium phosphate (10-20%), protein (1.8-2%) and fat (1.8-2%), according to the U.S. Dairy Export Council’s Reference Manual for U.S. Why and Lactose Products.”

Some of the most common uses for permeate are in soups, stews, breads, crackers, cereals, cookies and more goods. In baked products, permeate can offer many benefits such as enhanced surface moisture, slowing staling and enhancing appearance. It also helps control yeast growth. Moisture retention and development of a tender crumb structure are also benefits permeate provides in baked products.

“Why permeate... is a functional workhorse...”



Ingredient Technology
DAIRY DETECTIVE

Food Makers Turn To Why Permeate

Sherry Gerdes

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Coverage Area: Whey Protein

Beyond meat protein

With consumers limiting meat intake, the use of protein fortification is growing

“Whey protein is a very fast absorbing protein...”

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DAIRY adds the difference.

Formulations to fight expanding waistlines

Ingredients address consumers' weight concerns

Whey protein is a high quality protein...

Whey protein has a variety of applications... appealing to mainstream consumers...

DAIRY adds the difference.

Whey protein's emerging mass appeal

Research highlights potential applications for the ingredient

“Whey protein has a variety of applications... appealing to mainstream consumers...”

DAIRY adds the difference.

New Product Trends

Questional snack items have become increasingly common in the marketplace. These items are often marketed as “low-calorie” or “healthier” alternatives to traditional snacks. However, many of these items are not necessarily healthier than their counterparts. In fact, some of these items are high in sugar and fat, and may even contain trans fats. This is a concern for consumers who are looking for healthier snack options.

With consumers limiting meat intake, the use of protein fortification is growing. Many manufacturers are looking for ways to increase the protein content of their products. Whey protein is a popular choice for this purpose. It is a high-quality protein that is easy to digest and has a variety of health benefits. Whey protein can be used in a variety of products, including snacks, beverages, and supplements.



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Beverage RD

Formulations to fight expanding waistlines

OBESITY CONTINUES TO BE A SIGNIFICANT HEALTH ISSUE IN THE UNITED STATES and health-conscious consumers continue to look for functional products that promise weight management-related benefits. In their quest for wellness, consumers are learning more about the benefits of protein and fiber.

In addition, some consumers are searching for what Ram Chaudhuri, senior executive vice president and chief scientific officer of Schwanitz, NY-based Fortitech Inc. calls a “magic bullet” for weight loss and management solutions.

Healthy-minded consumers also read product labels and are looking for more than low-fat, low-calorie and no-sugar product claims, says Paul DiJolito, chief executive officer of InariHealth, Nanticokeville, Benicia, Calif.

“Consumers want efficacious and safe weight management beverages—and they also want to believe that,” says DiJolito. “Satiety claims, such as ‘reduces or inhibits hunger,’ are not only irrelevant to consumers, but believable and credible. High content hunger is a powerful thing. It is the weight management, but daily life is increasingly, consumers have got to see the importance between fat loss and body mass. DiJolito says. His research should ensure they have ways to support their product claims.”

Protein is a high-quality protein as it contains all of the essential amino acids and is naturally high in branched-chain amino acids including leucine, which can be metabolized directly in muscle, says Matthew Palumbo, director of nutrition research for the Dairy Research Institute.

Studies have been conducted looking at ad-libitum, energy-restricted, diets that are 25 to 30 percent of calories for the day coming from protein versus a set percentage of protein and more carbohydrates. People who are trying to lose or maintain weight,” DiJolito says. “The research shows that the weight loss maintenance is of higher quality, meaning you lose less fat and/or retain more muscle when eating a higher protein diet.”

In addition to the European study, the institute also highlights the importance of consuming protein as a snack. “For some beverage-makers, the notion of protein as a snack has provided an option for health-minded consumers. Protein—either sourced from milk or vegetable sources—has expanded beyond protein



Whey protein is a high quality protein...

the participant's country.

The study's 518 participants completed a six-month diet intervention that found that a diet consisting of higher protein content and low GI foods helped obese overweight people who lost weight were better able to maintain their weight loss.

The Dairy Research Institute emphasizes the role dairy-sourced proteins can play in the diet. They under the Claitor's banner. Claitor's ingredients are designed to provide clarity and complete protein nutrition for low pH beverage systems, such as sports nutrition beverages, citrus-based drinks, fruit-derived beverages, lemonades, powdered beverage mixes, fruit juice blends and fortified waters, the company says.

The fortified waters category grew as Claitor's released Protein F20 under its Muscle Milk banner.

continued on page 66

Whey Protein

Whey protein's emerging mass appeal

Continued from Page 1

demonstrates the ability of whey protein to help consumers improve body weight and composition. Published in the *Journal of Nutrition*, the findings show that whey protein may be more effective than carbohydrates or soy protein with regards to weight management.

“Without changing diet, whey supplemented to the diet resulted in a small loss of body weight and fat compared to a group receiving the same amount of calories from supplemental carbohydrates,” said David Heist, supervisory research physiologist in the Department of Agriculture’s Agricultural Research Service, and the lead scientist in the study. “The body weight loss, with soy protein, was different from the whey supplemented group, suggesting that protein is important to enhance body composition.”

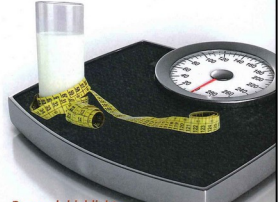
day for 23 weeks. The subjects were described as “free-living” meaning no other dietary direction was given, and no lifestyle changes were dictated.

While there were no significant differences at the start of the trial between the study groups, by the end of the study the whey protein group’s body weight was approximately 4 lbs lower than the carbohydrate group, and their body fat was 3 lbs less than the carbohydrate group. Additionally, the whey protein group’s waist size was measured nearly an inch smaller than both the carbohydrate and soy protein groups. Those who consumed soy protein did not show significant differences in body weight or body fat. The data indicates that consuming whey protein for 23 weeks, with a 400-calorie deficit per day, had a significant effect on weight during the study. However, the whey protein group likely added the calories in their beverage more

Research highlights potential applications for the ingredient

Research highlights potential applications for the ingredient

Research Institute is a managing member, and the U.S.D.A.’s form of amino acids is better utilized compared to other forms. Binding L-leucine to a whey peptide also resulted in complete solubility of the Leucine with no sedimentation or stratification in beverage



“Whey protein has a variety of applications... appealing to mainstream consumers...”

DAIRY adds the difference.

2011 IFT Post Show Trade Media Coverage

14 IFT interviews resulted in 28 placements including podcasts, print and digital coverage in targeted monthly food and beverage ingredient trade magazines and websites.



"...prototypes demonstrated value of dairy ingredients..."



Greek yogurt: Beyond the dairy aisle
 By Christine Scott, January 15, 2011
 Related topics: [Dairy](#), [Yogurt](#), [Food Innovation](#)

There are numerous ways for food manufacturers to take advantage of trendy Greek yogurt, says Sharon Griffin, a senior account manager at the US Dairy Export Council.

"Dairy ingredients... solving today's formulation challenges..."

"...numerous ways for food manufacturers to take advantage of trendy Greek yogurt..."

Nutritional News From the Big Easy

From new protein sources to innovative sodium reduction technologies, ingredient companies put health in the spotlight at the Annual Meeting & Food Expo.

Protein, natural sweeteners, healthy fats... options, immunity, and sodium reduction were standouts at this year's IFT Food Expo in New Orleans. Here is a roundup of some of this year's Expo highlights.

Weight Management Safety will be a selling factor in the ingredients that support weight management. Phosphorus-based Calcium is a new protein powder, clinically proven safety ingredient. Dairy-based flavors of sodium casein has unique metabolism create satiety but helps and complex eating by improving the level of gut motor activation.

ALOE Nutritional LLC (phone 217-451-8378, www.aloe.com) exhibited the safety of their post-fermented Phosphorus 2.66, an aloe-digestion resistant multi-enzyme conditioned digestion resistant multi-impact satiety by slowing prolonging satiety, satiety signals from the gut.

Corn Products International (phone 781-776-1100, www.nacps.com) offered several fiber rich chocolate bars that provided 3 g unsaturated benefits to weight management thanks to resistant starch. In addition, a pasta entree featured pasta fortified with 16 more resistant starch for weight and

Pharmacia Laboratories Inc., Kenilworth, N.J. (phone 201-246-1000, www.pharmacia.com) discussed its Three Phases of Weight Loss: Phase 1 (Phase 1) and Phase 2 (Phase 2) and Phase 3 (Phase 3). The research studies show that consumption of L-carnitine and L-tyrosine, two essential food sources of choline, can stimulate appetite.

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including soy orange drink, soy vanilla, etc. Other popular extended stock with pea fiber, and pasta added with Canadian Harvest Oil.

Quinoa, a nutrient rich seed that offers more protein and fiber than other common grains, was featured by 18 manufacturers. Long Beach, Calif. (phone 310-609-2101, www.bonitas.com) showcased a quinoa & peanut butter bar developed for the retail market. **Quinoa**, featured in a health & support bar,

"USDEC showcased a number of tasty prototypes that meet today's trends..."

+ DAIRY adds the difference.

Questions:
Janice Kayser
262-993-3768

