



## Dairy Research Institute launches 2nd Annual New Product Competition

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The Dairy Research Institute, established under the leadership of America's dairy farmers, has announced the launch of 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 the morning meal occasion, which includes any meal eaten before breakfast, for breakfast, as a morning meal replacement, or morning snack.

A judging panel including experts from across the dairy industry will evaluate entries and select three winning teams to be recognized at the annual American Dairy Science Association (ADSA) Joint Annual Meeting in Indianapolis, Ind., July 8–12, 2013. In addition, the three winning concepts will be showcased at the U.S. Dairy Export Council booth at the Institute of Food Technologists Annual Meeting in Chicago, Ill., July 13–16, 2013. The winning teams will receive a combined \$16,000 in cash prizes, including \$8,000 for first place, \$5,000 for second place, and \$3,000 for third place. The deadline for contest submissions is Jan. 15, 2013.

[Competition information](#)

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