



Dairy Research Institute Opens Second Annual Student Competition

September 20, 2012

The Dairy Research Institute (Rosemont, IL) has launched its second annual competition that encourages undergraduate and graduate students in the United States and Canada to develop a new dairy product concept. This year's competition asks students to innovate a dairy product for morning meals, including meals eaten before or during breakfast or meals eaten as a morning snack.

The organization says that consumer research has shown that nearly four out of five consumers over the age of two eat or drink something during a typical morning, representing vast opportunities to include dairy ingredients.

“Although milk, cheese, and yogurt have consistently performed well at breakfast, consumers are seeking new products that meet their convenience and flavor preferences,” says Bill Graves, senior vice president of the Dairy Research Institute. He says that the ideas students will come up with in the competition will help spur new ideas for the area.

Judges will select three winning teams, who will be recognized at the annual American Dairy Science Association's joint annual meeting in Indianapolis in July 2013. Additionally, the winning concepts will be showcased at the Institute of Food Technologists annual meeting in Chicago in July 2013.

And, of course, there are cash prizes: \$8,000 for first place; \$5,000 for second place; and \$3,000 for third place.

Deadline for submissions is January 15, 2013. Find more details at www.usdairy.com/newproductcompetition.

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