



## **Student Competition Seeks Great Ideas For Dairy & Breakfast Product Innovation**

by Innovation Center for U.S. Dairy

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Rosemont, Ill. — The Dairy Research Institute<sup>®</sup>, established under the leadership of America's dairy farmers, today 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.

According to recent consumer research on morning eating habits conducted by the Innovation Center for U.S. Dairy<sup>®</sup>, nearly four out of five consumers over the age of 2 eat or drink something during a typical morning. This represents more than 100 billion food or beverage occasions<sup>1</sup> and an estimated \$200 billion in sales. Still, approximately 42 million people do not eat or drink anything in the morning, presenting a sizable opportunity.

"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," said Bill Graves, senior vice president, Dairy Research Institute.

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, July 8 to 12, 2013. In addition, the three winning concepts will be showcased at the U.S. Dairy Export Council<sup>®</sup> booth at the Institute of Food Technologists annual meeting in Chicago, July 13 to 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. Full contest details are available at [USDairy.com/NewProductCompetition](http://USDairy.com/NewProductCompetition).

In its inaugural year, the Dairy Research Institute New Product Competition tasked students with developing an innovative dairy beverage that leveraged Innovation Center consumer research on milk's competitive beverage set. The winning teams were announced earlier this year and included an oat-infused vanilla milk, an on-the-go mango drinkable Greek yogurt and a caffeine-enhanced drinkable yogurt.

The first-place team from Clemson found value in the new product competition's practical, hands-on approach. According to Johnny McGregor, Ph.D., professor and faculty advisor, Clemson University, his students also gained valuable insights for their future careers.

"I think dairy is the best model to use to teach students product development because there are so many different options and functional aspects to consider, from nutrition levels to shelf life preservation," McGregor said. "It's an ideal teaching category for real experience."

The deadline for contest submissions is Jan. 15, 2013. To learn more about the Dairy Research Institute New Product Competition, including eligibility guidelines and judging criteria, visit [USDairy.com/NewProductCompetition](http://USDairy.com/NewProductCompetition).

Dairy Research Institute® was established under the leadership of America's dairy farmers with a commitment to nutrition, product and sustainability research. The Dairy Research Institute is a 501(c)(3) non-profit organization created to strengthen the dairy industry's access to and investment in the technical research required to drive innovation and demand for dairy products and ingredients globally. The Institute works with and through industry, academic, government and commercial partners to drive pre-competitive research in nutrition, products and sustainability on behalf of the Innovation Center for U.S. Dairy®, the National Dairy Council® and other partners. The Dairy Research Institute is primarily funded by the national dairy checkoff program managed by Dairy Management Inc.™

Innovation Center for U.S. Dairy® is a forum for the dairy industry to work together precompetitively to address barriers and opportunities to foster innovation and increase sales. The Innovation Center aligns the collective resources of the industry to offer consumers nutritious dairy products and ingredients, and promote the health of people, communities, the planet and the industry. The Board of Directors for the Innovation Center includes dairy industry leaders representing key producer organizations, dairy cooperatives, processors, manufacturers and brands. The Innovation Center is staffed by Dairy Management Inc.™ Visit [USDairy.com](http://USDairy.com) for more information about the Innovation Center for U.S. Dairy.

Source: Innovation Center for U.S. Dairy

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