



Dairy brands promote new products; deep thinkers reflect on the future of dairy

Bloggers share their opinions about the dairy industry.

January 30, 2013

The Dairy Foods blogs have been updated. in the Free-Standing Inserts blog, read about new flavors in yogurt and string cheese, as well as how some dairy marketers tie their foods to football games. Guest bloggers from the Innovation Center for U.S. Dairy share their thoughts on the future of dairy.

Dairy marketers take to the free-standing inserts this week to promote new flavors, nutrition and foods for the upcoming Super Bowl (although none identified the championship game as such). Among the brands using FSIs this week are Dannon, which introduced six new flavors of its Greek yogurt brand Oikos. [Read the entire FSI blog here.](#)

Consumers' eating habits are changing, just as diverse populations are increasing, creating unprecedented opportunities for yogurt to grow sales, writes guest blogger Lynn Stachura of the Innovation Center for U.S. Dairy. First and foremost, wellness will continue to be an important consumer consideration, and consumers will even view good health as a status symbol in the coming years. All the while, challenges such as obesity and digestive issues will be a reality for many. [Read "Use consumers' interest in healthy eating to grow sales of yogurt."](#)

Processors need to reposition fluid milk in order to meet emerging consumer needs, says guest blogger Madlyn Daley of the Innovation Center for U.S. Dairy. [Read the complete essay.](#)

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